

FIGURE 1

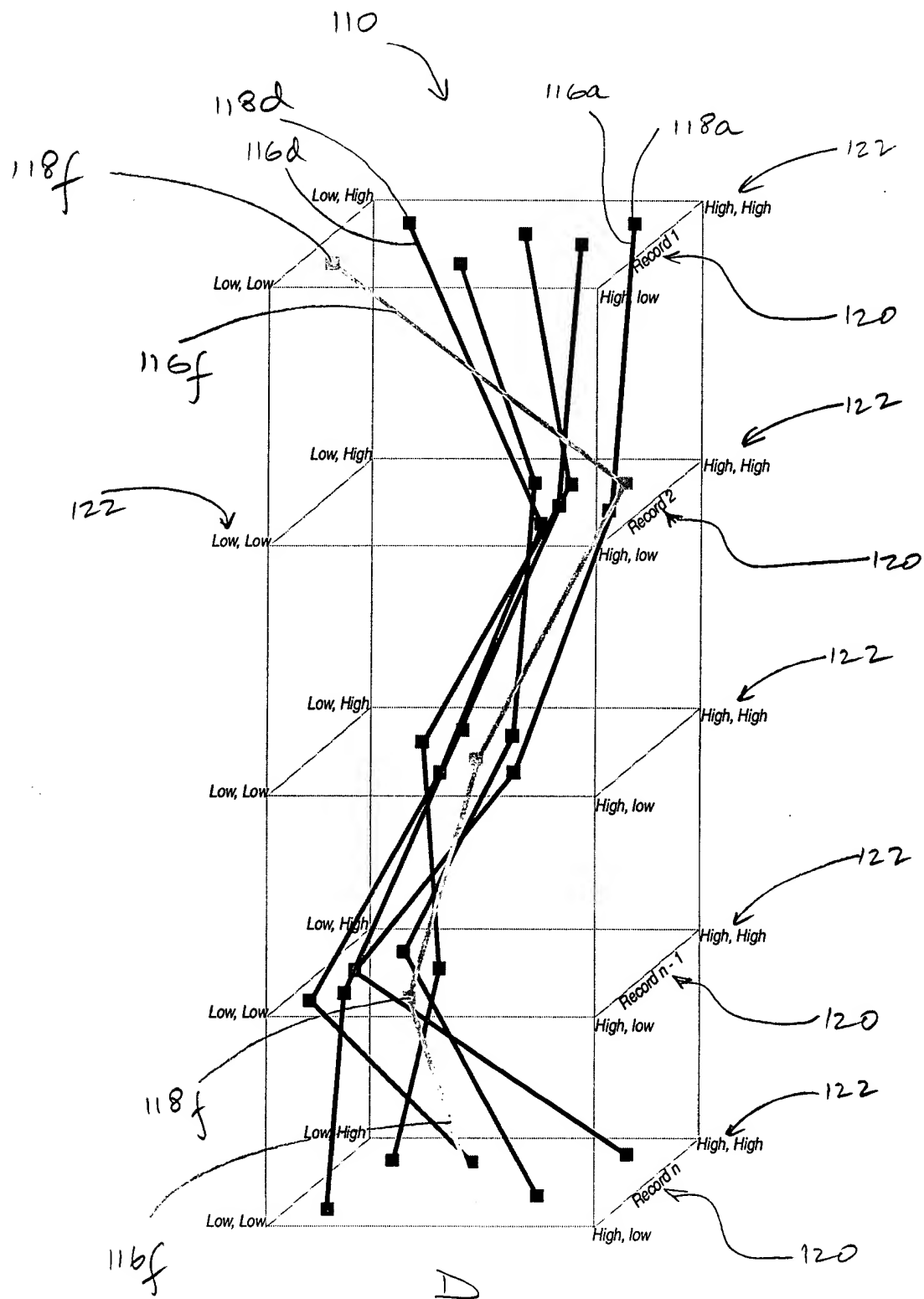


FIGURE 1

			USA	ICA	IOR	IWA
1997	Q1	I1	5,377.00	6,909.00	9,342.00	
		I2	6,021.00	4,617.00	10,319.00	
		I3	5,492.00	7,761.00	10,453.00	
	Q2	I4	6,382.00	3,901.00	9,896.00	
		I5	5,607.00	6,107.00	9,367.00	
		I6	6,063.00	5,071.00	10,216.00	
	Q3	I7	5,403.00	7,720.00	10,640.00	
		I8	6,984.00	4,217.00	10,496.00	
		I9	5,983.00	5,003.00	9,402.00	
	Q4	I10	6,213.00	4,206.00	9,539.00	
		I11	7,268.00	5,705.00	12,297.00	
		I12	7,955.00	6,442.00	12,399.00	

FIGURE 2

234

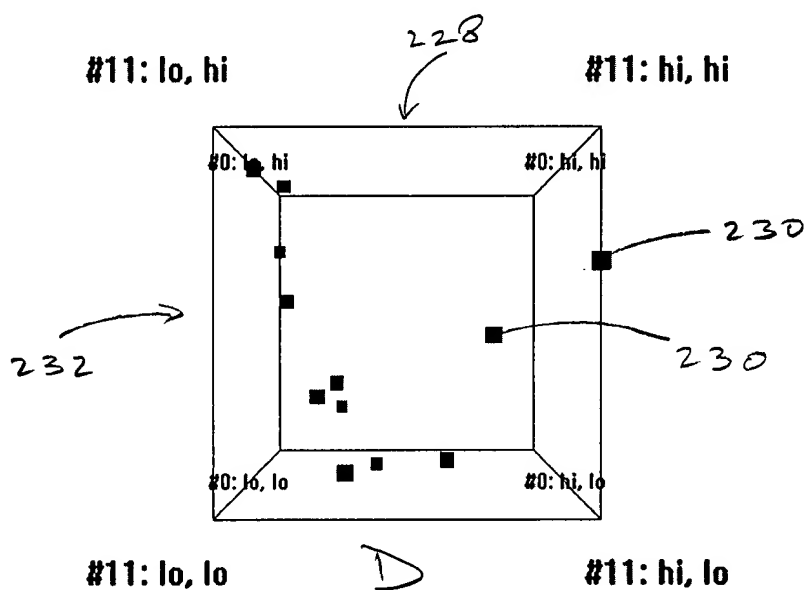
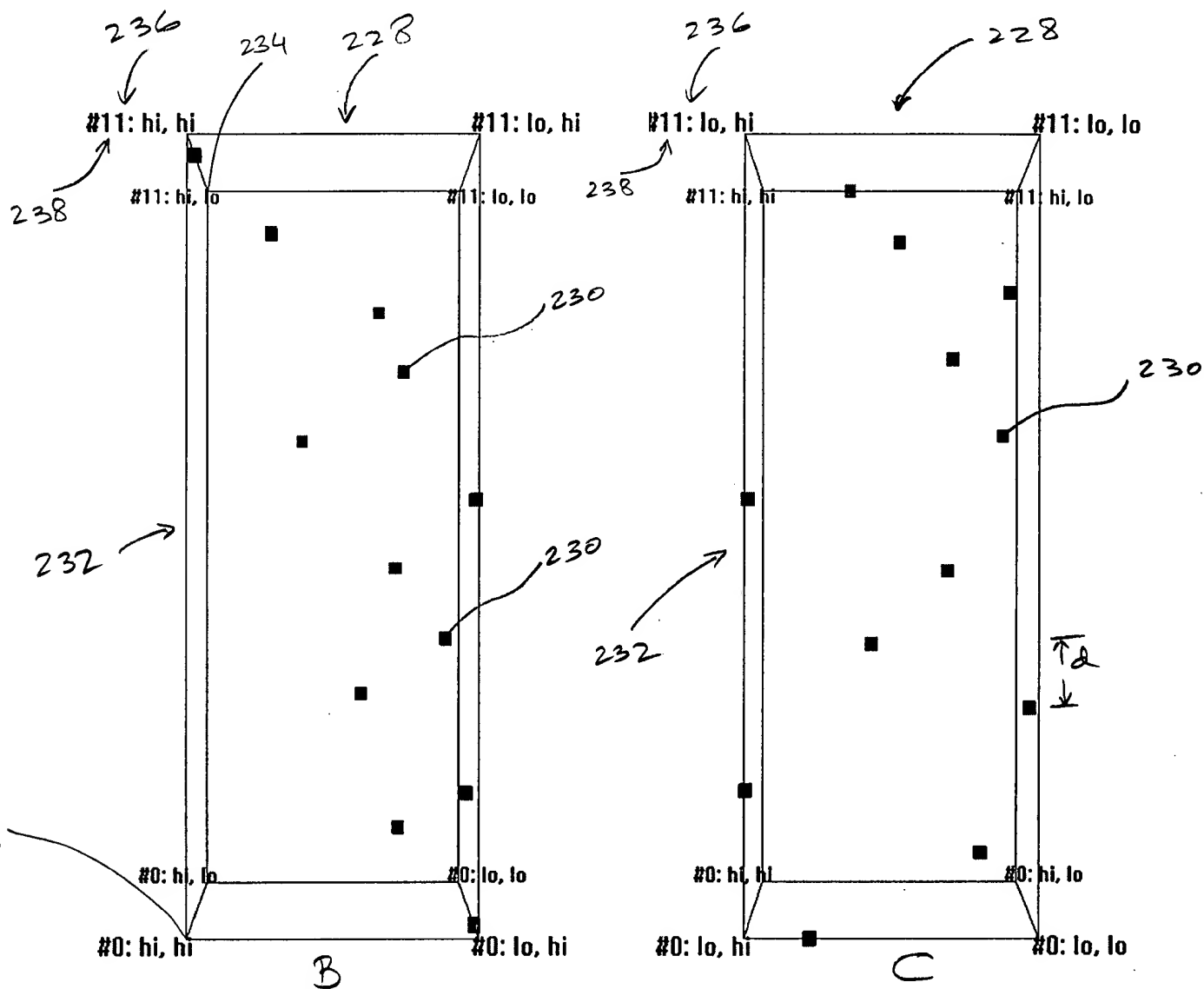


FIGURE 2

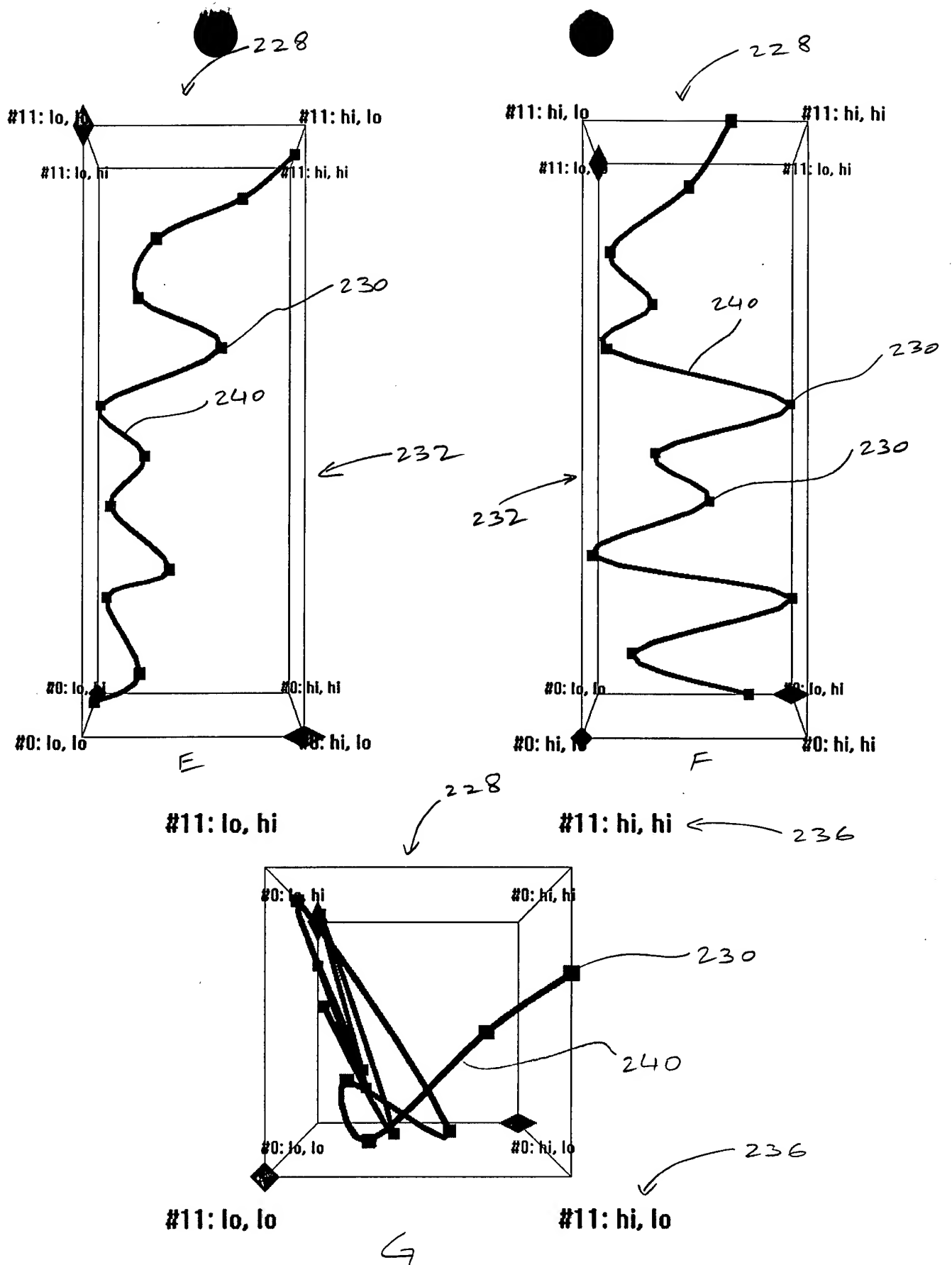


FIGURE 2

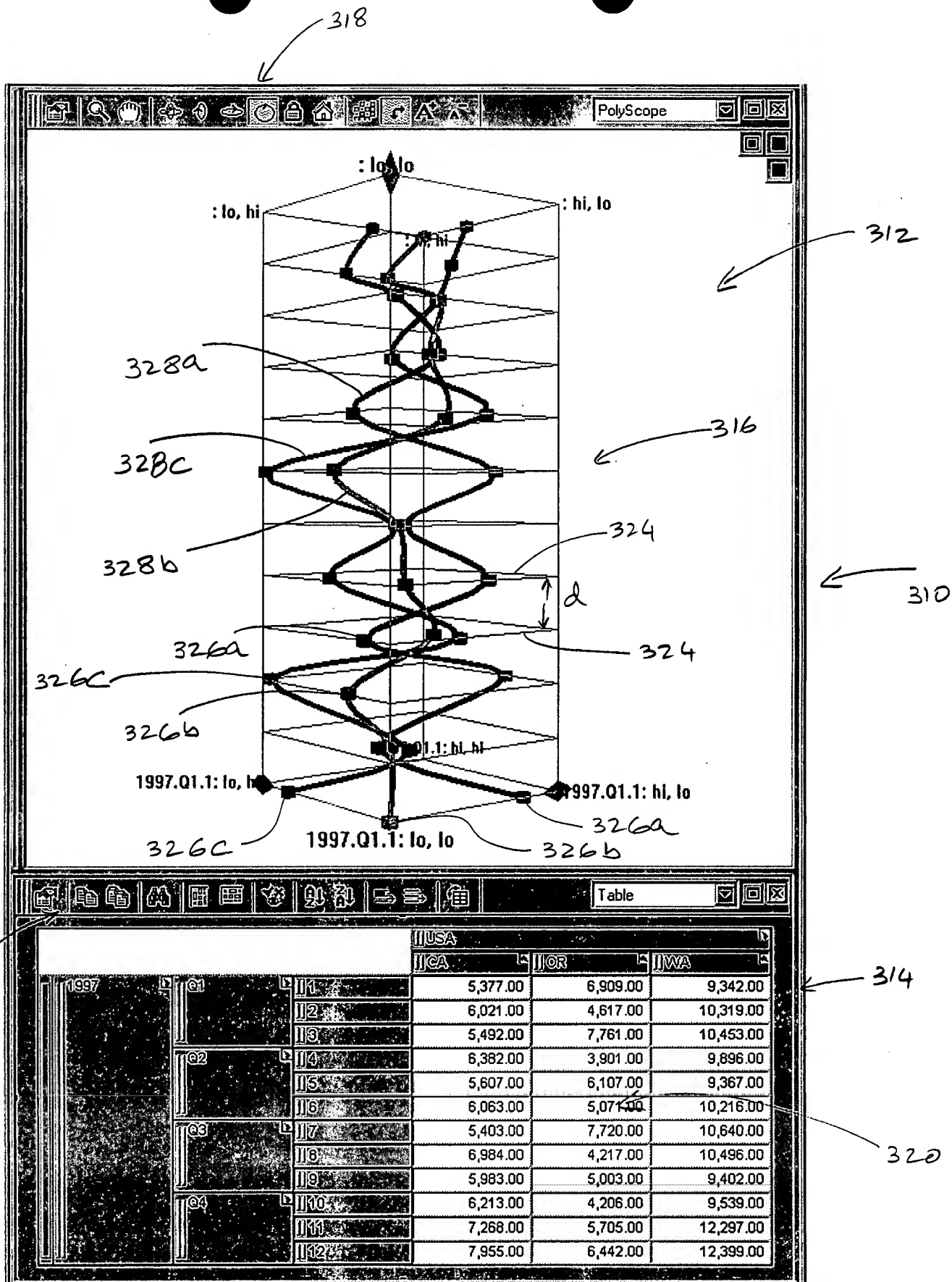


FIGURE 3

FIGURE 4

005777-42957260

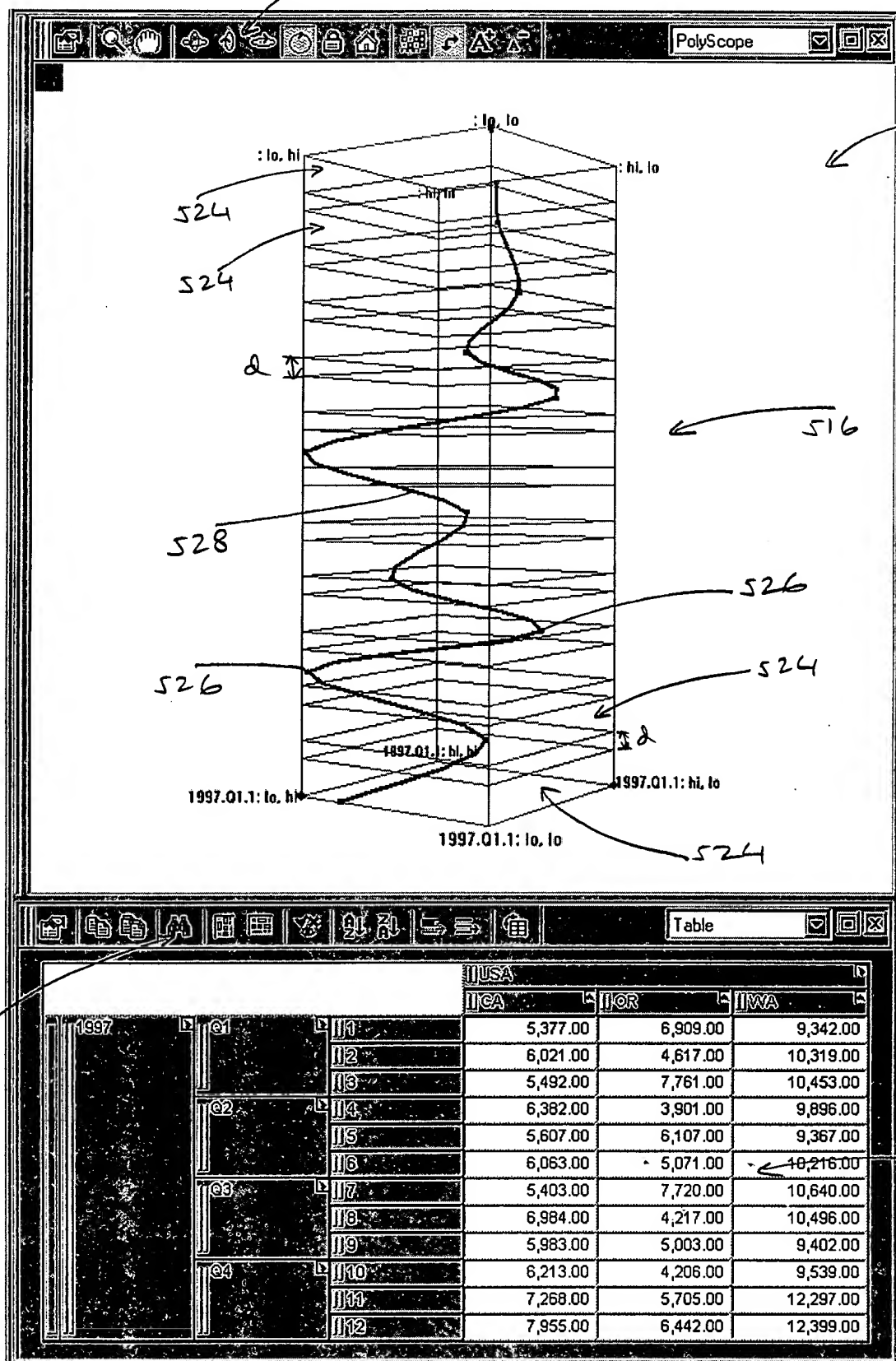


FIGURE 5

007-1689-11

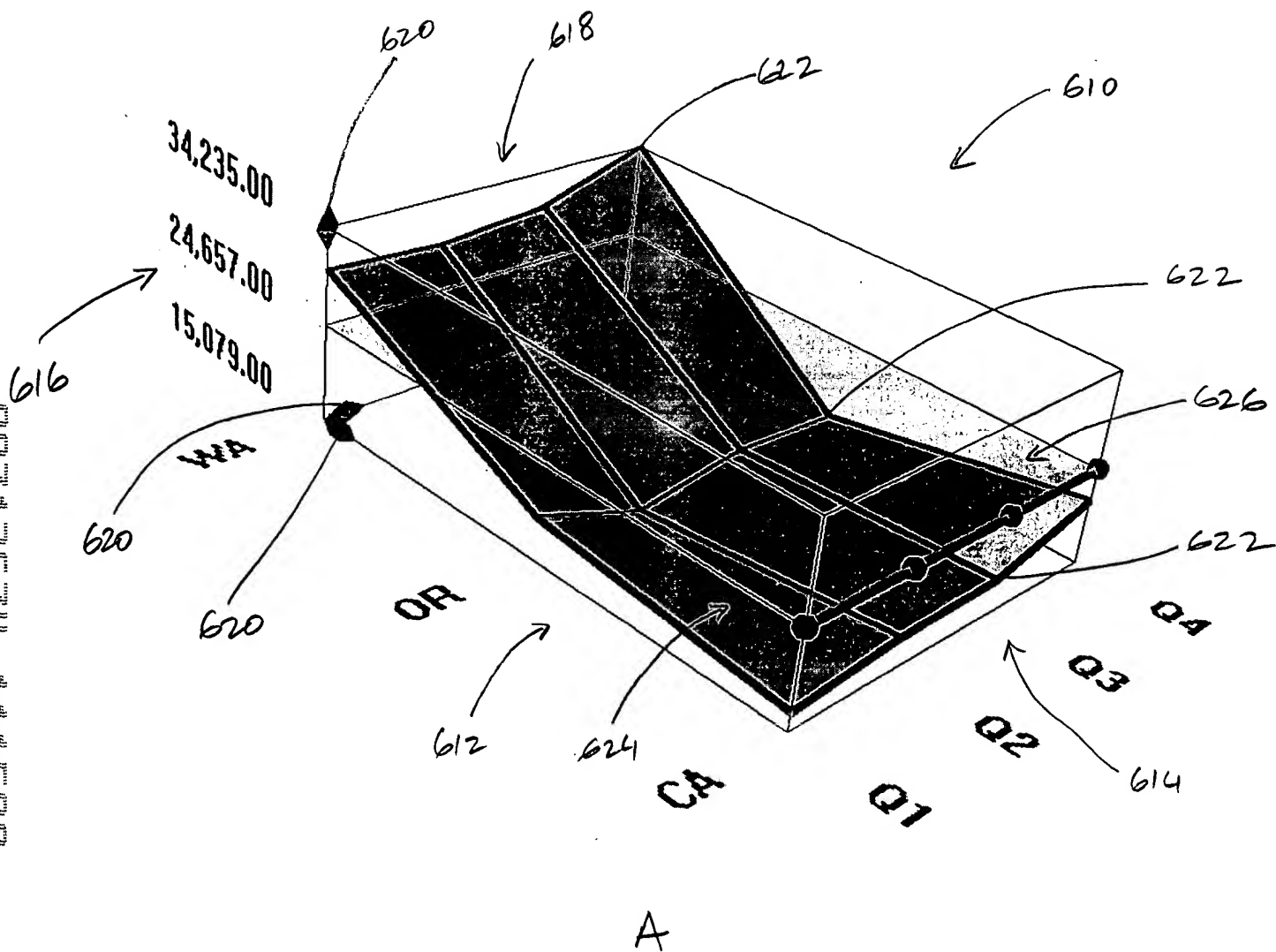


FIGURE 6

09713574-11500

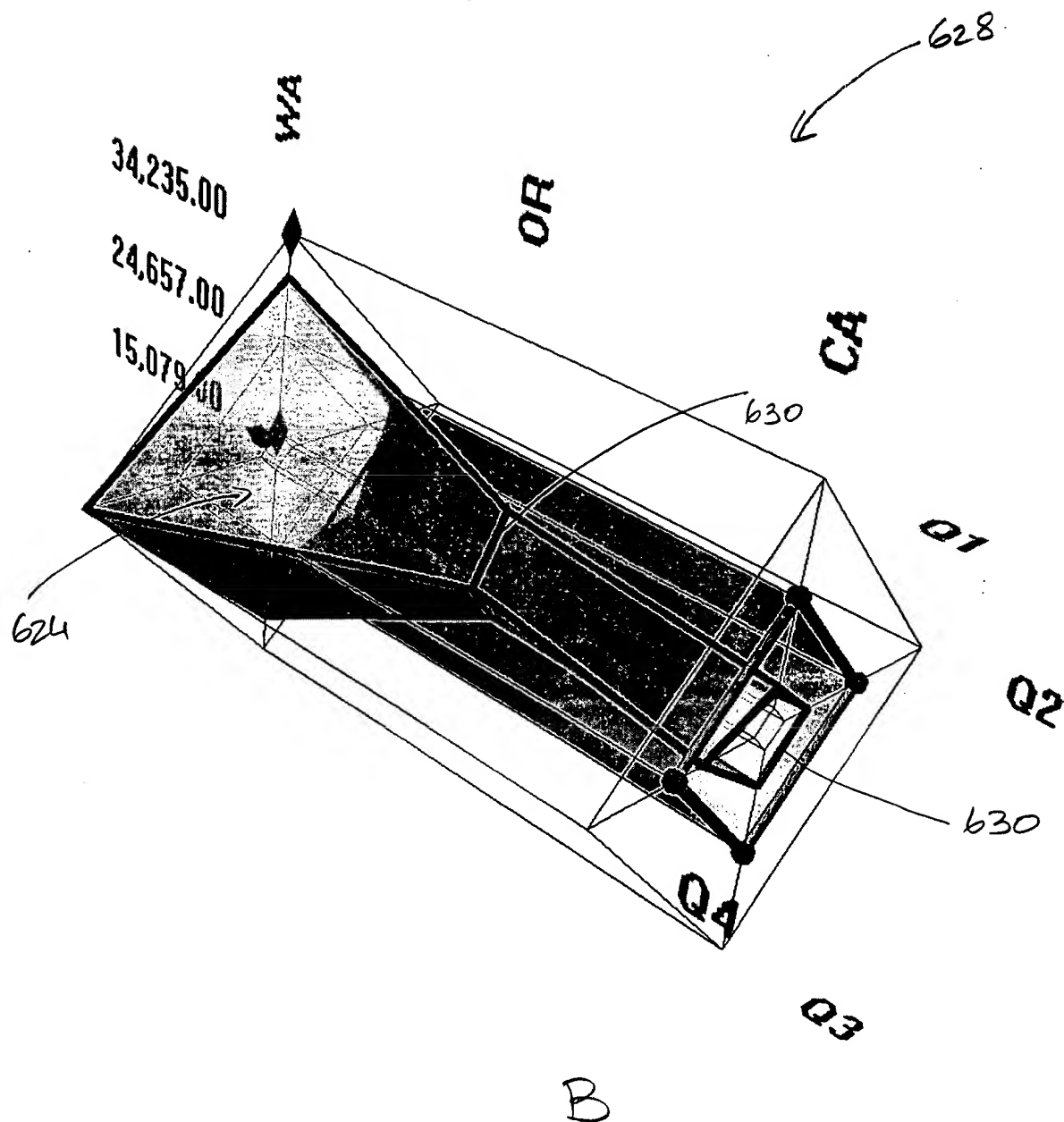


FIGURE 6

09713674-11500

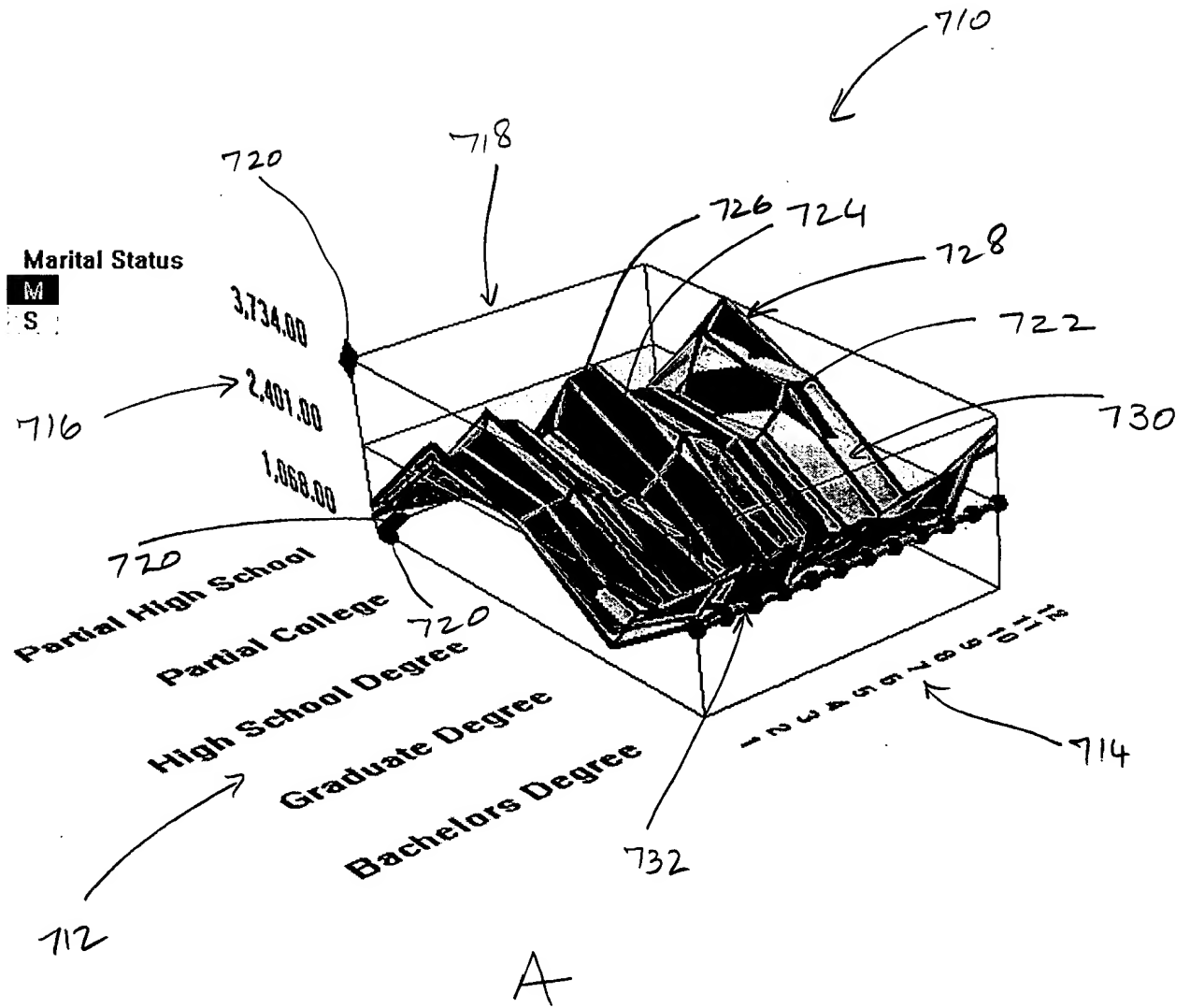


FIGURE 7

005713674.11500

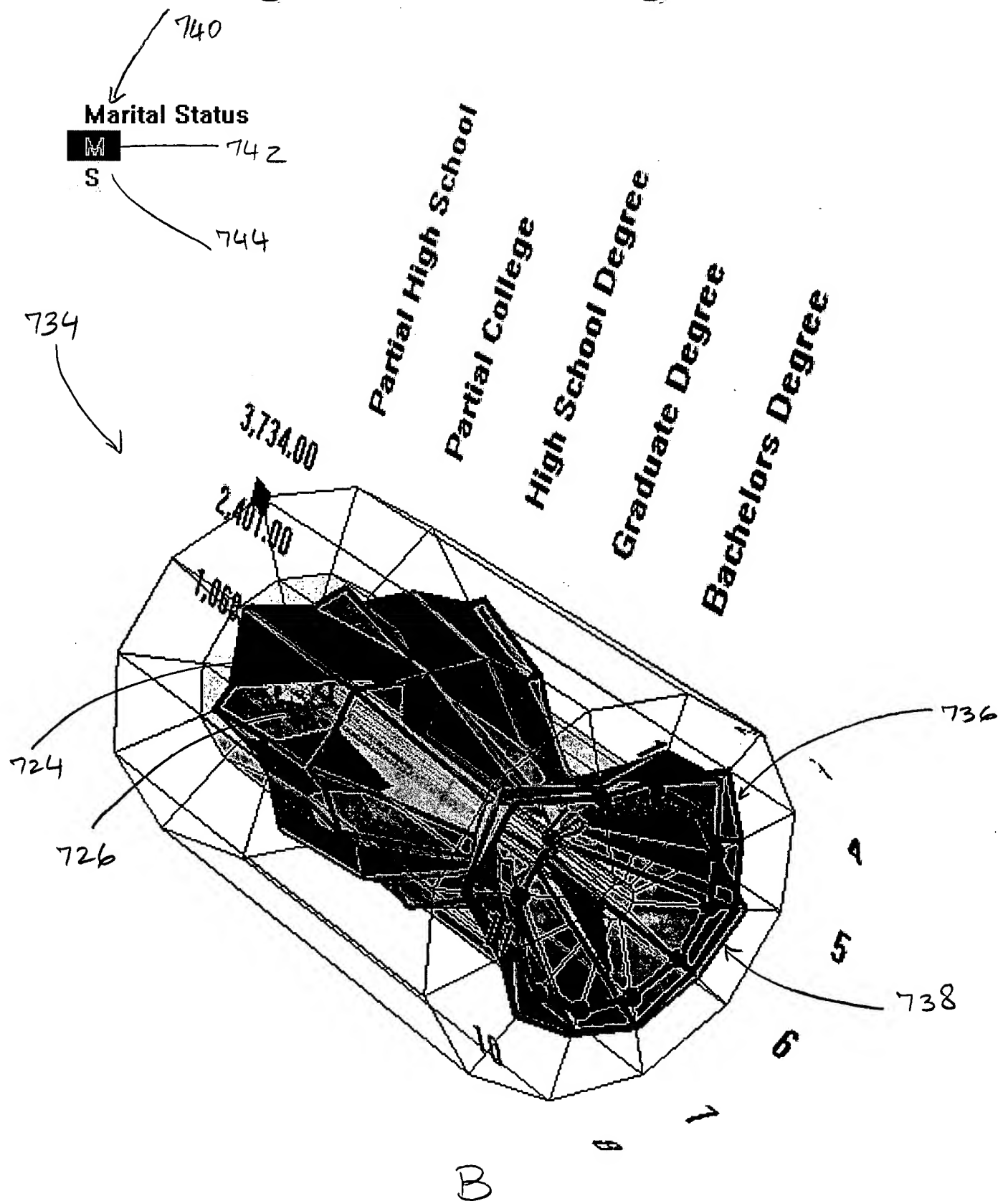


FIGURE 7

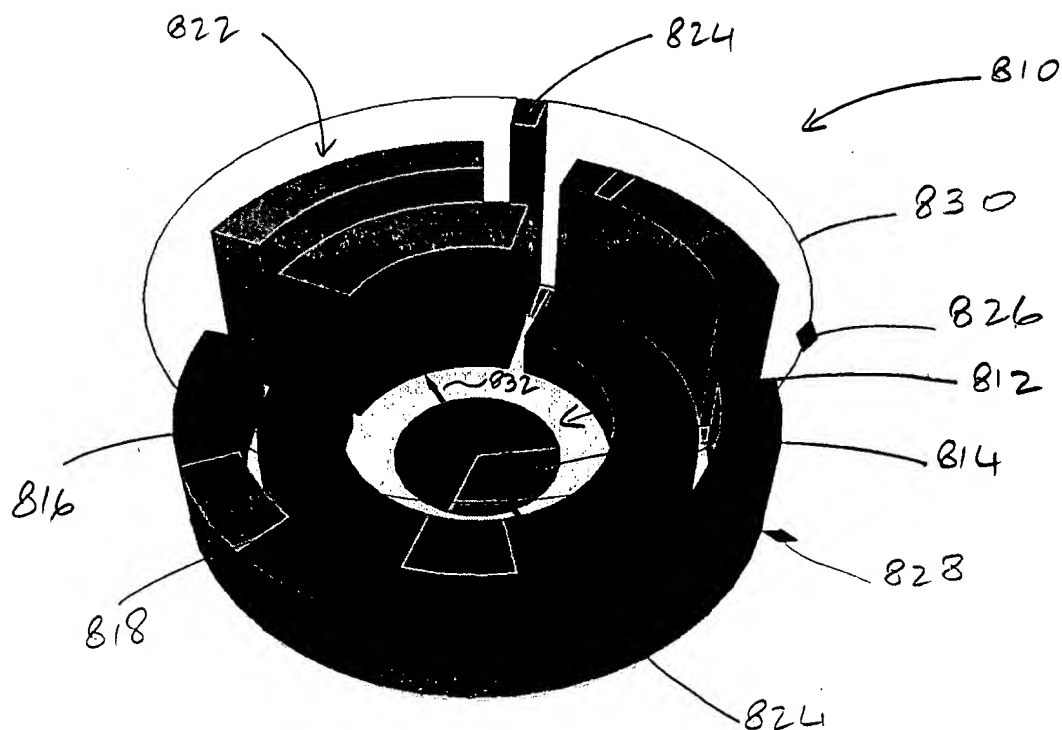
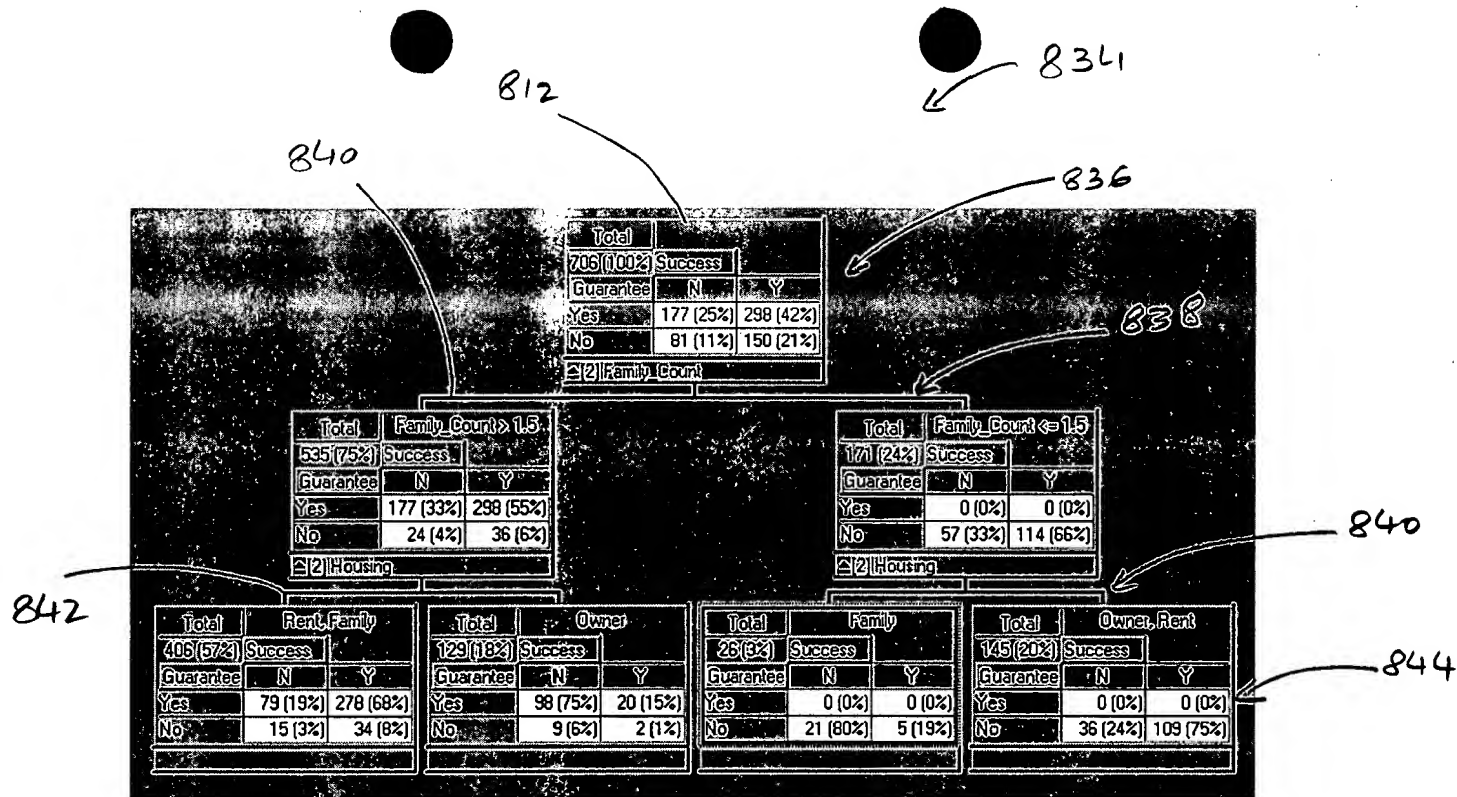


FIGURE 8A

09/13/94 - 11:50

Total		
706 (100%)	Success	
Guarantee	N	Y
Yes	177 (25%)	298 (42%)
No	81 (11%)	150 (21%)
^ [2] Family Count		

Total			Family_Count > 1.5		
535 (75%)			Success		
Guarantee			N	Y	
Yes			177 (33%)	298 (55%)	
No			24 (4%)	36 (6%)	
^ [2] Housing					

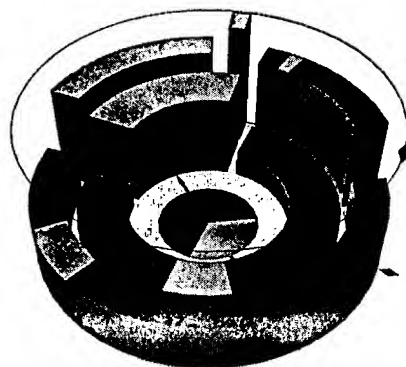
Total			Family_Count <= 1.5		
171 (24%)			Success		
Guarantee			N	Y	
Yes			0 (0%)	0 (0%)	
No			57 (33%)	114 (66%)	
^ [2] Housing					

Total		Rent, Family	
406 (57%)		Success	
Guarantee		N	Y
Yes		79 (19%)	278 (68%)
No		15 (3%)	34 (8%)

Total		Owner	
129 (18%)		Success	
Guarantee		N	Y
Yes		98 (75%)	20 (15%)
No		9 (6%)	2 (1%)

Total		Family	
26 (3%)		Success	
Guarantee		N	Y
Yes		0 (0%)	0 (0%)
No		21 (80%)	5 (19%)

Total		Owner, Rent	
145 (20%)		Success	
Guarantee		N	Y
Yes		0 (0%)	0 (0%)
No		36 (24%)	109 (75%)



Selection Dialog

Depth Selection: 2 0

Width Selection: 0.00 1.00

Height Selection: 0.52 0.69

☐ Height Zoom ☒ Preview

OK Cancel Apply

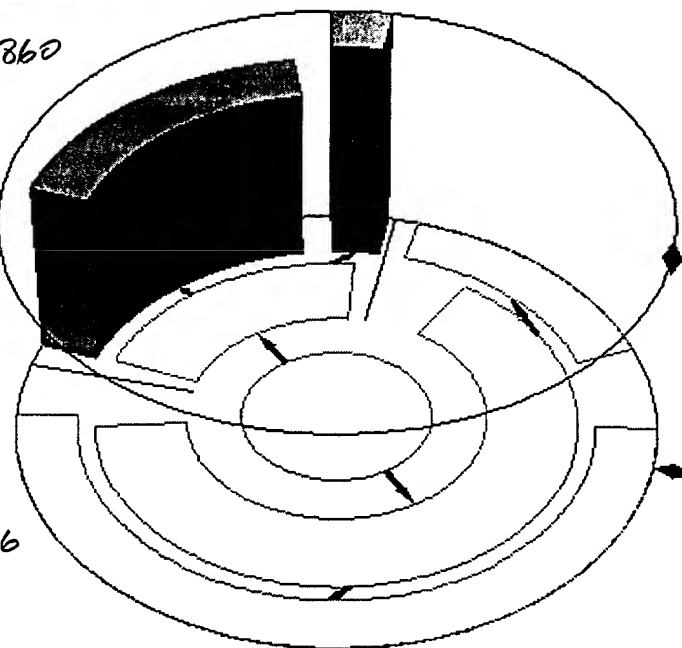


FIGURE 83

09713674-11500

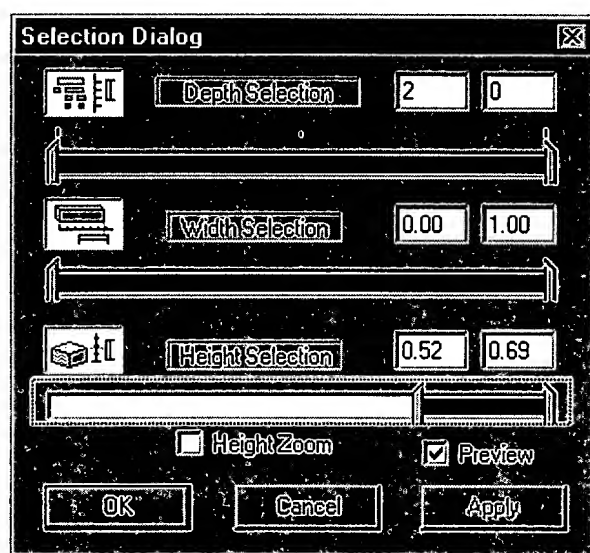
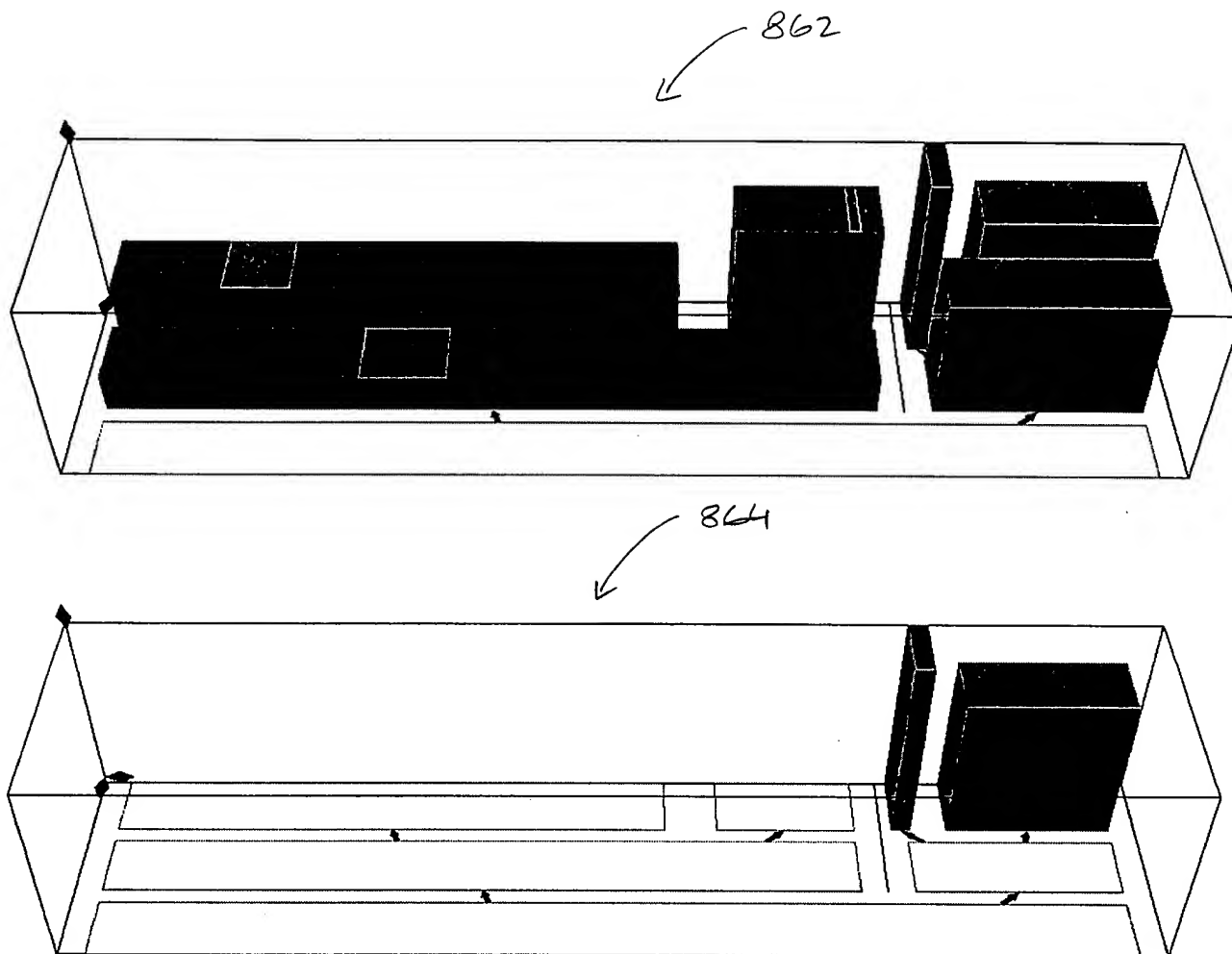


FIGURE 8C

005713674-111500

912

Total		Count	Success
Guarantee		N	Y
Yes	177 (234)	238 (424)	
No	81 (114)	150 (214)	
= (2) Family Count			

Total		Count	Success
Guarantee		N	Y
Yes	177 (234)	238 (424)	
No	81 (114)	150 (214)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	73 (154)	278 (624)	
No	15 (34)	34 (84)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	28 (74)	20 (154)	
No	9 (34)	2 (14)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	21 (84)	5 (154)	
No	1 (14)		
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	145 (204)	109 (754)	
No	36 (244)	109 (754)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	62 (184)	251 (774)	
No	4 (14)	5 (14)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	6 (314)	11 (674)	
No	1 (54)	1 (54)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	52 (834)	8 (84)	
No	8 (74)	1 (14)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	0 (34)	0 (34)	
No	19 (54)	1 (54)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	0 (34)	0 (34)	
No	2 (34)	4 (84)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	22 (174)	103 (824)	
No	22 (174)	103 (824)	
= (2) Housing			

Total		Count	Success
Guarantee		N	Y
Yes	0 (34)	0 (34)	
No	14 (74)	14 (74)	
= (2) Housing			

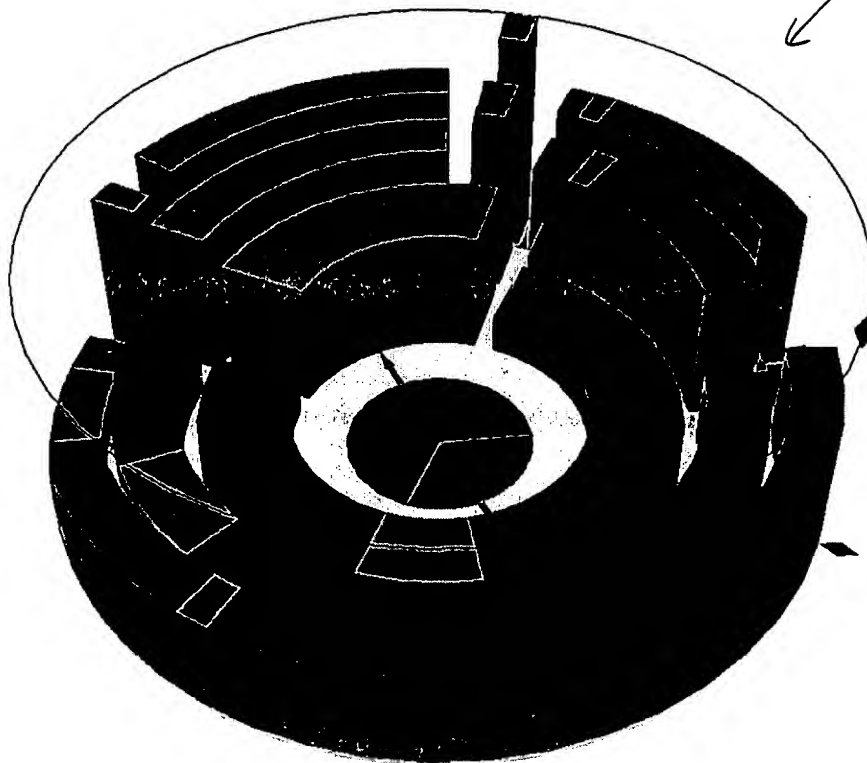
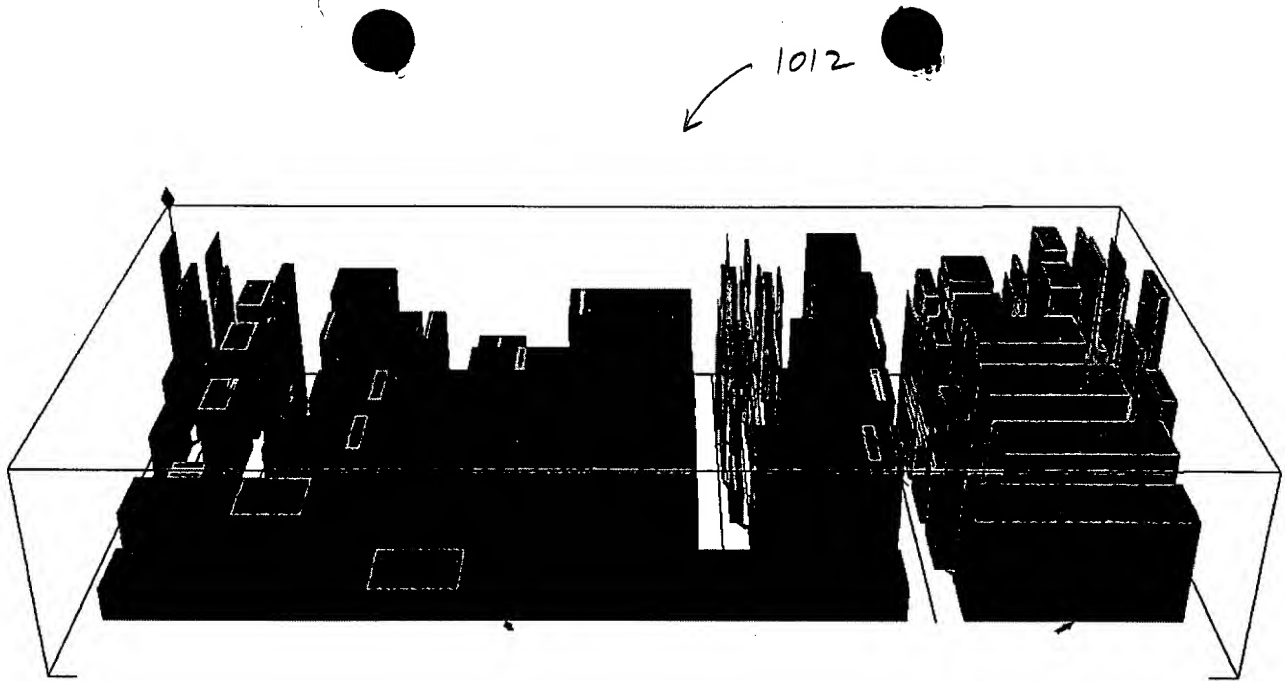
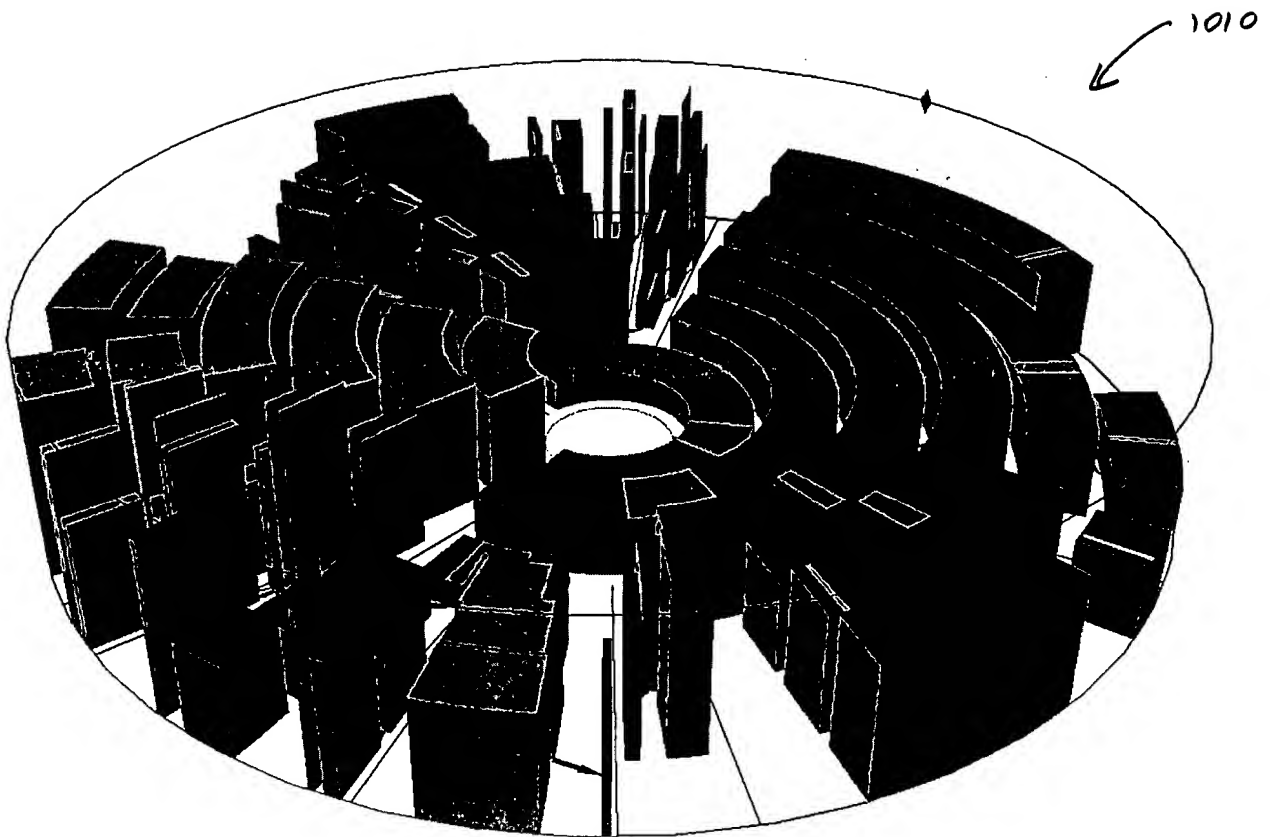


FIGURE 9



B



A

FIGURE 10

09713674.11500

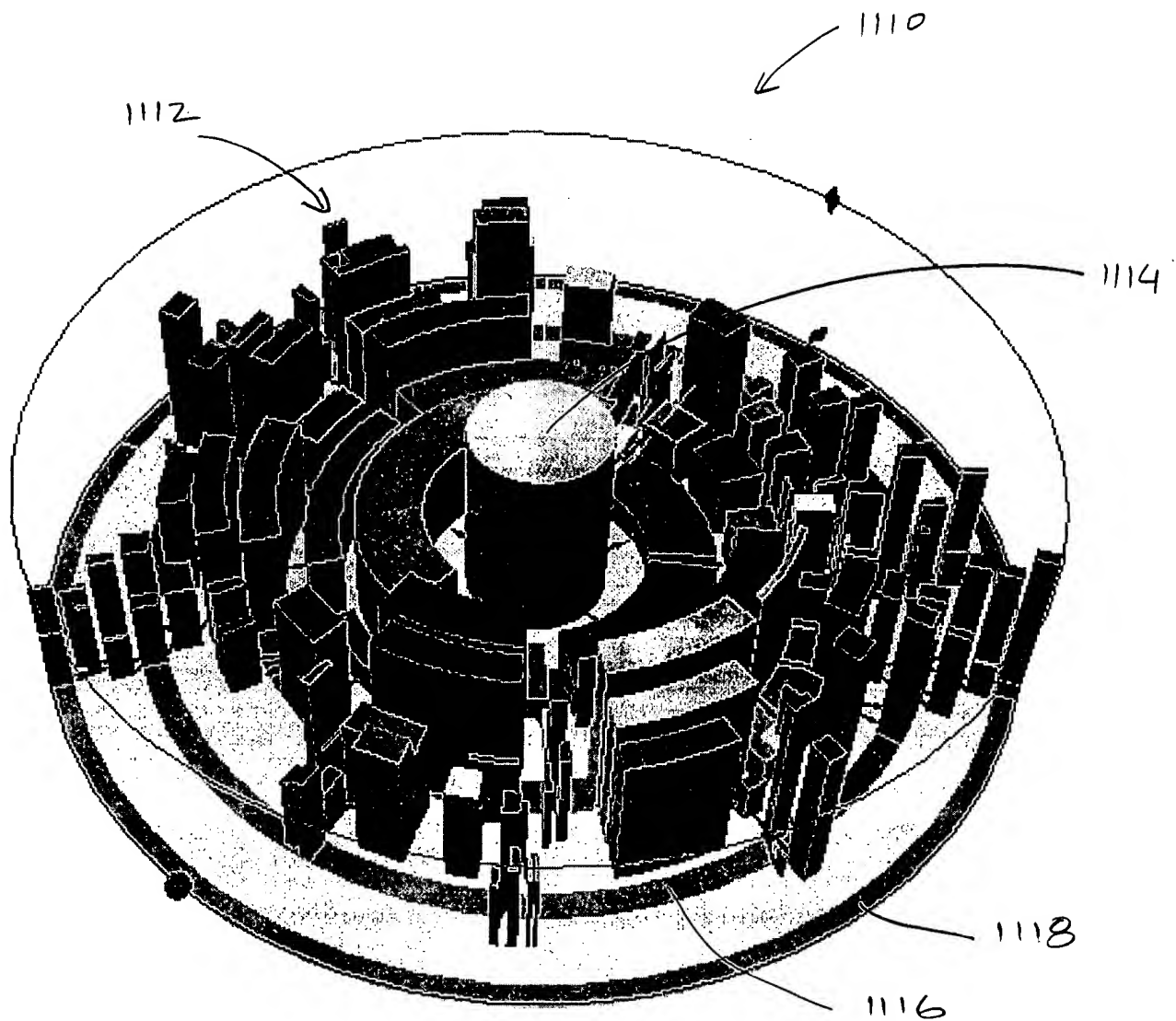


FIGURE 11

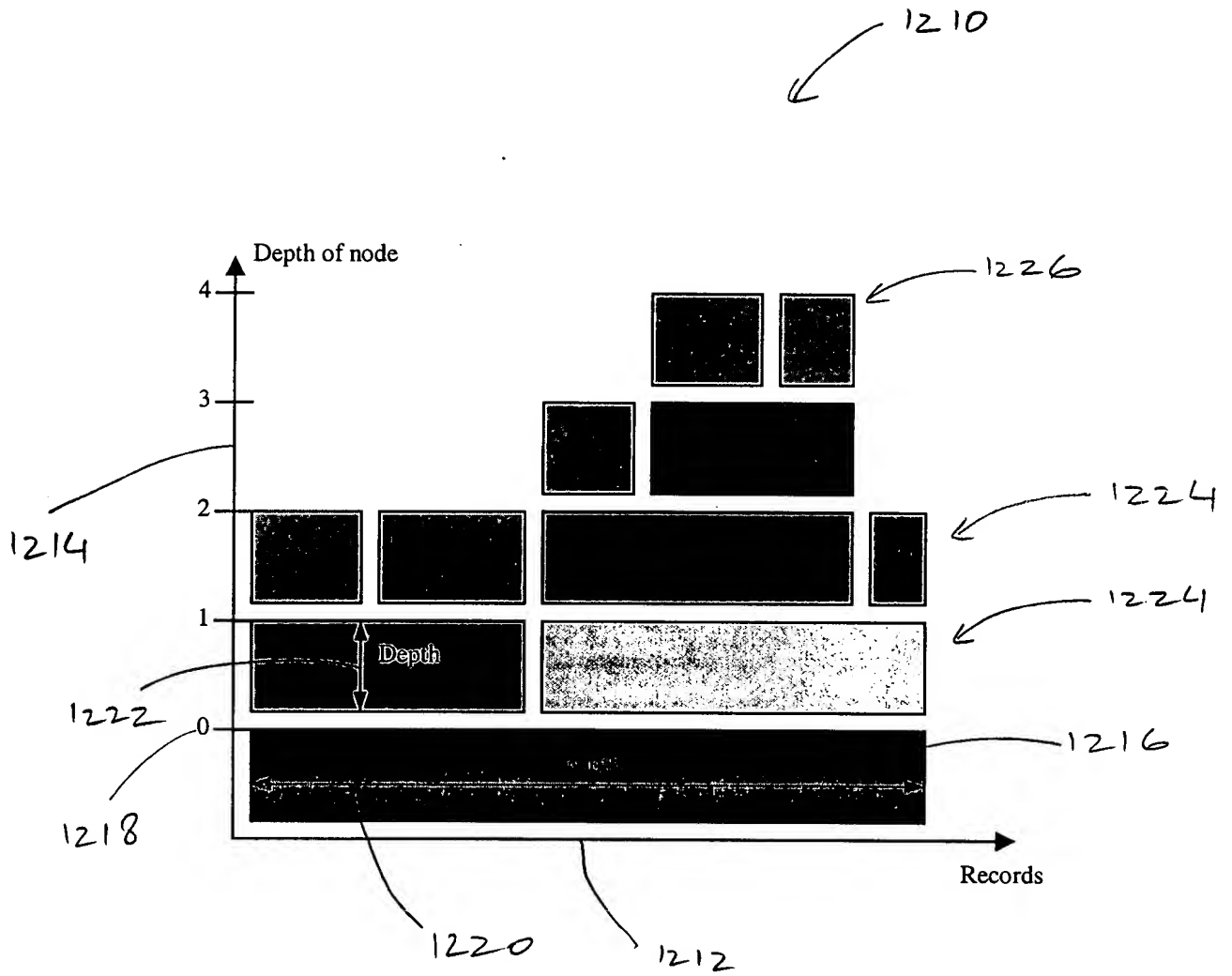


FIGURE 12

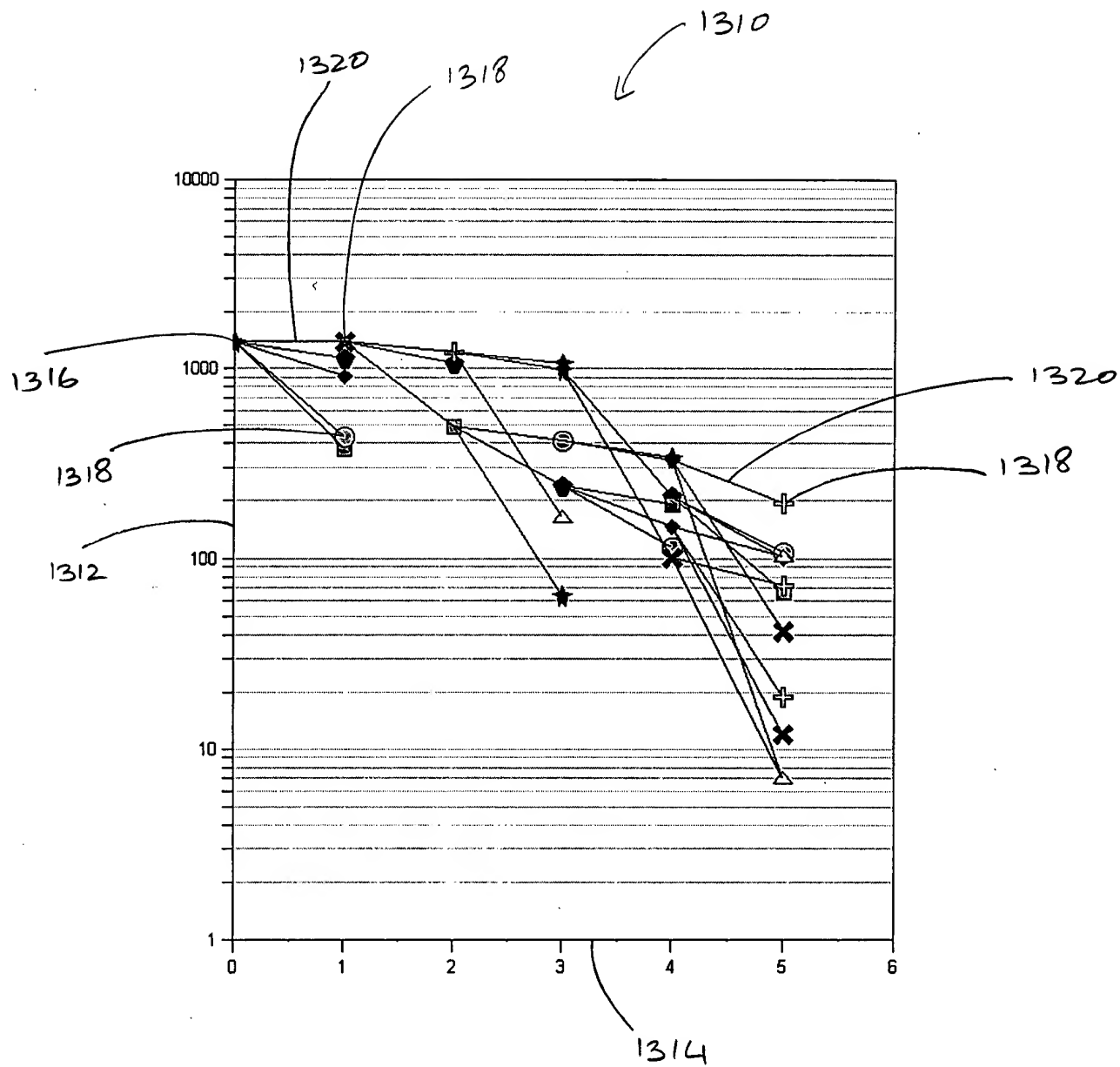
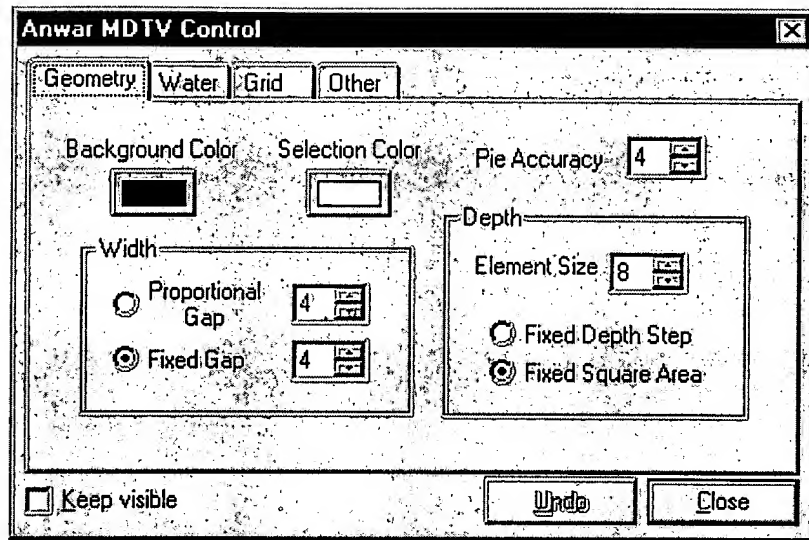
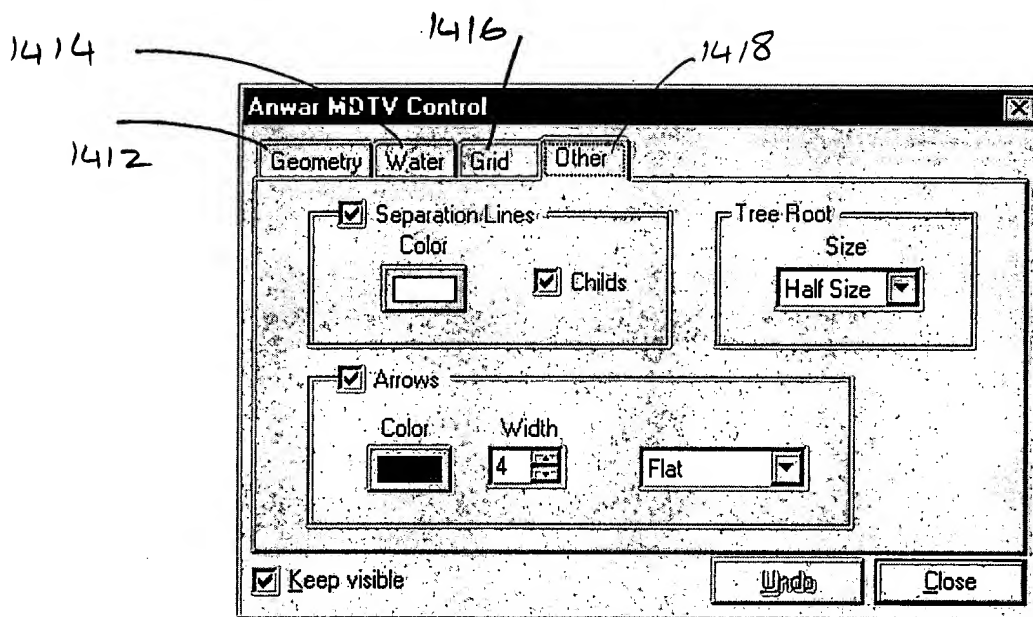


FIGURE 13



B



A

FIGURE 14

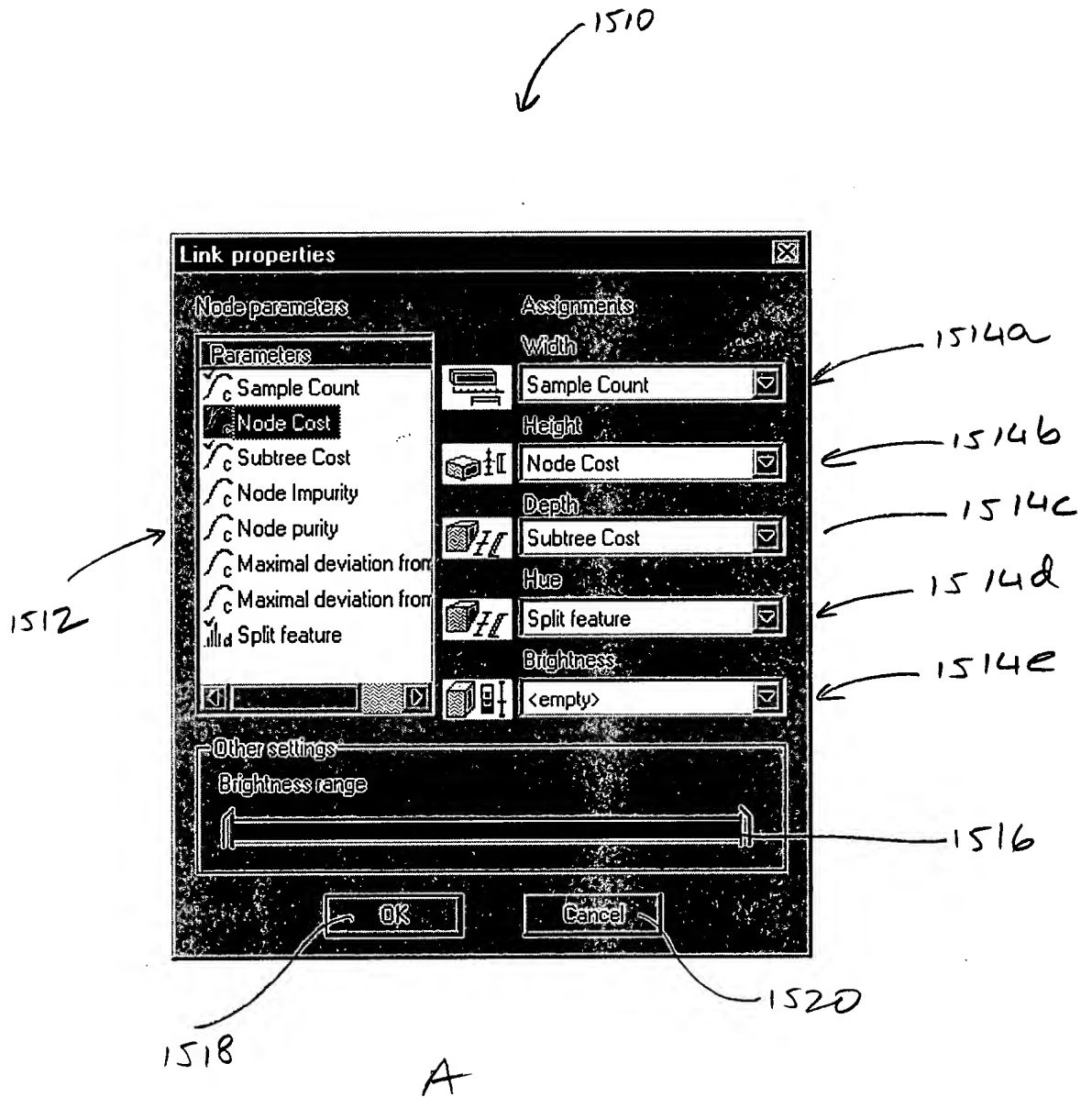


FIGURE 15

00513674-11500

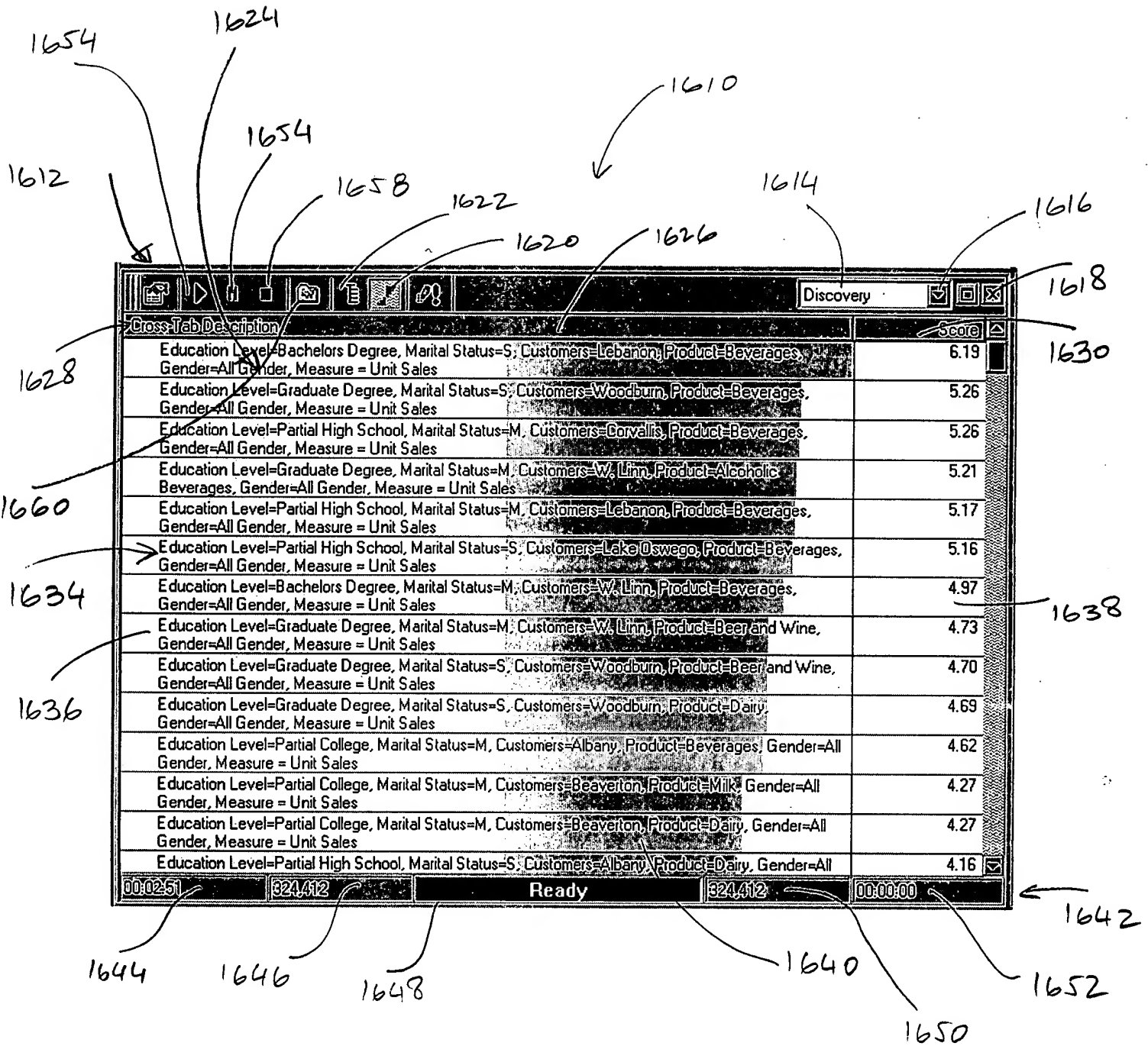


FIGURE 16

Discovery	
Cross-Tab Description	Score
Education Level=All Education Level, Marital Status=All Marital Status, Product=Drink, (Customers=OR, Gender=All Gender) Measure = Unit Sales	10.52 (109)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Alcoholic Beverages, (Customers=OR, Gender=All Gender) Measure = Unit	7.78 (28)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Dairy, (Customers=OR, Gender=All Gender) Measure = Unit Sales	7.64 (32)
Education Level=All Education Level, Marital Status=All Marital Status, Product=Dairy, (Customers=OR, Gender=All Gender) Measure = Unit Sales	7.64 (32)

1638

Ready

FIGURE 17

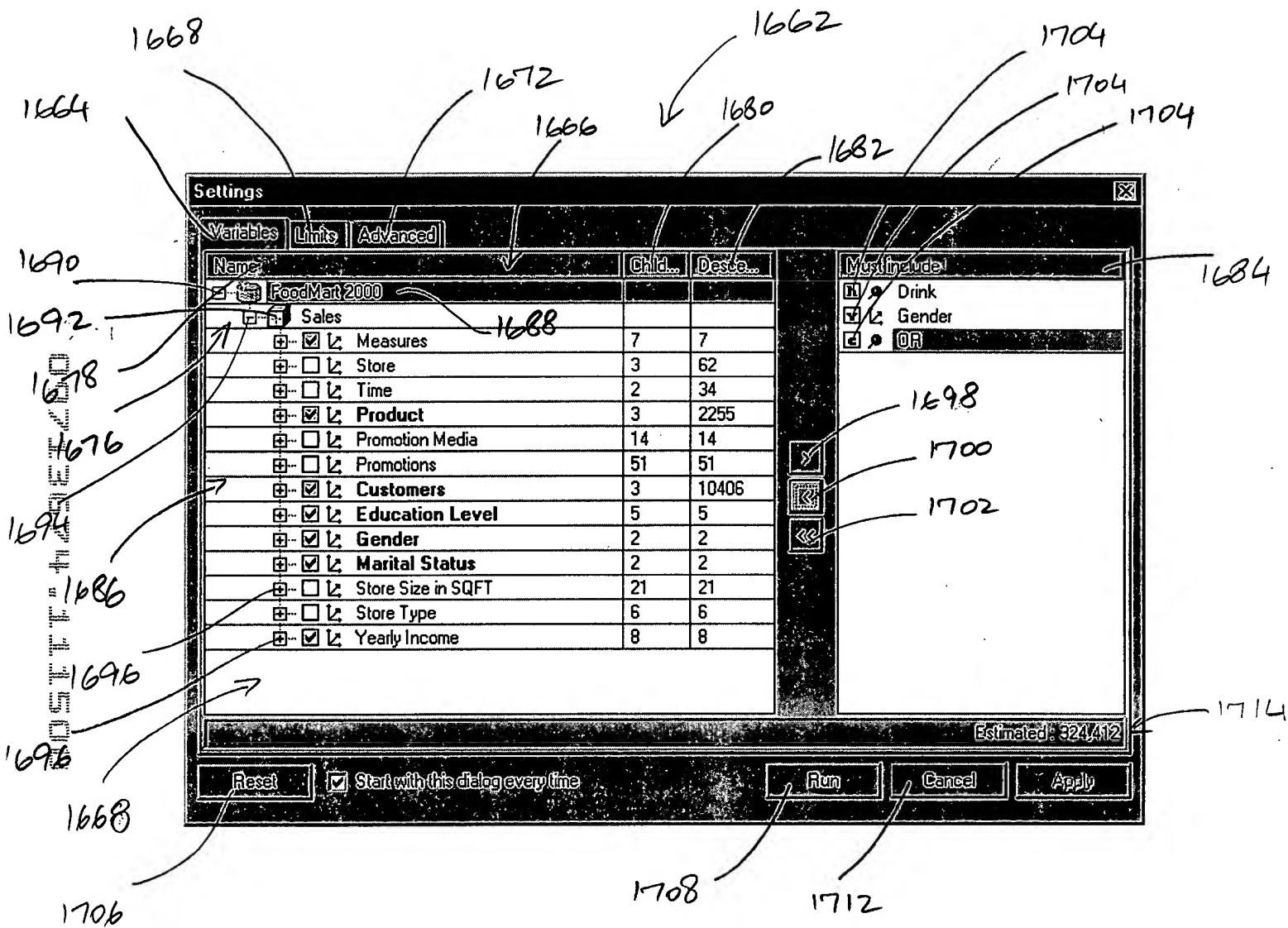


FIGURE 18A

00511429E160

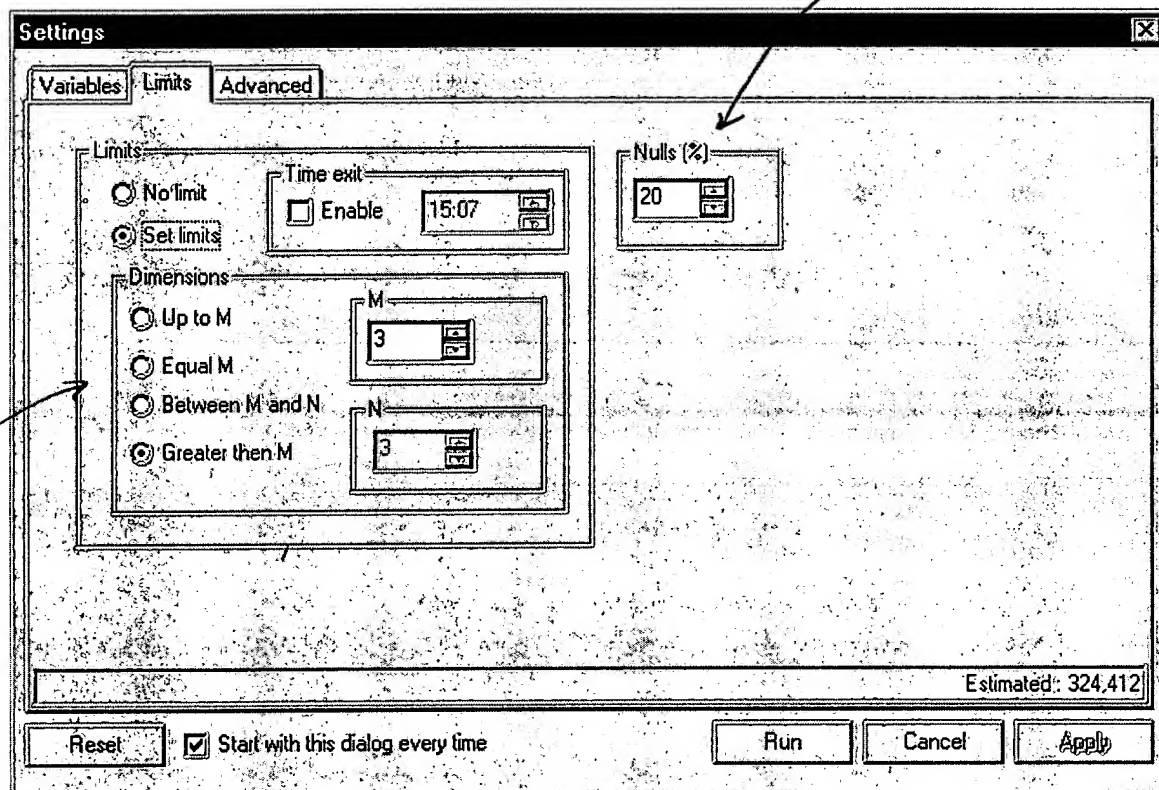


FIGURE 18 B

005111-4292260

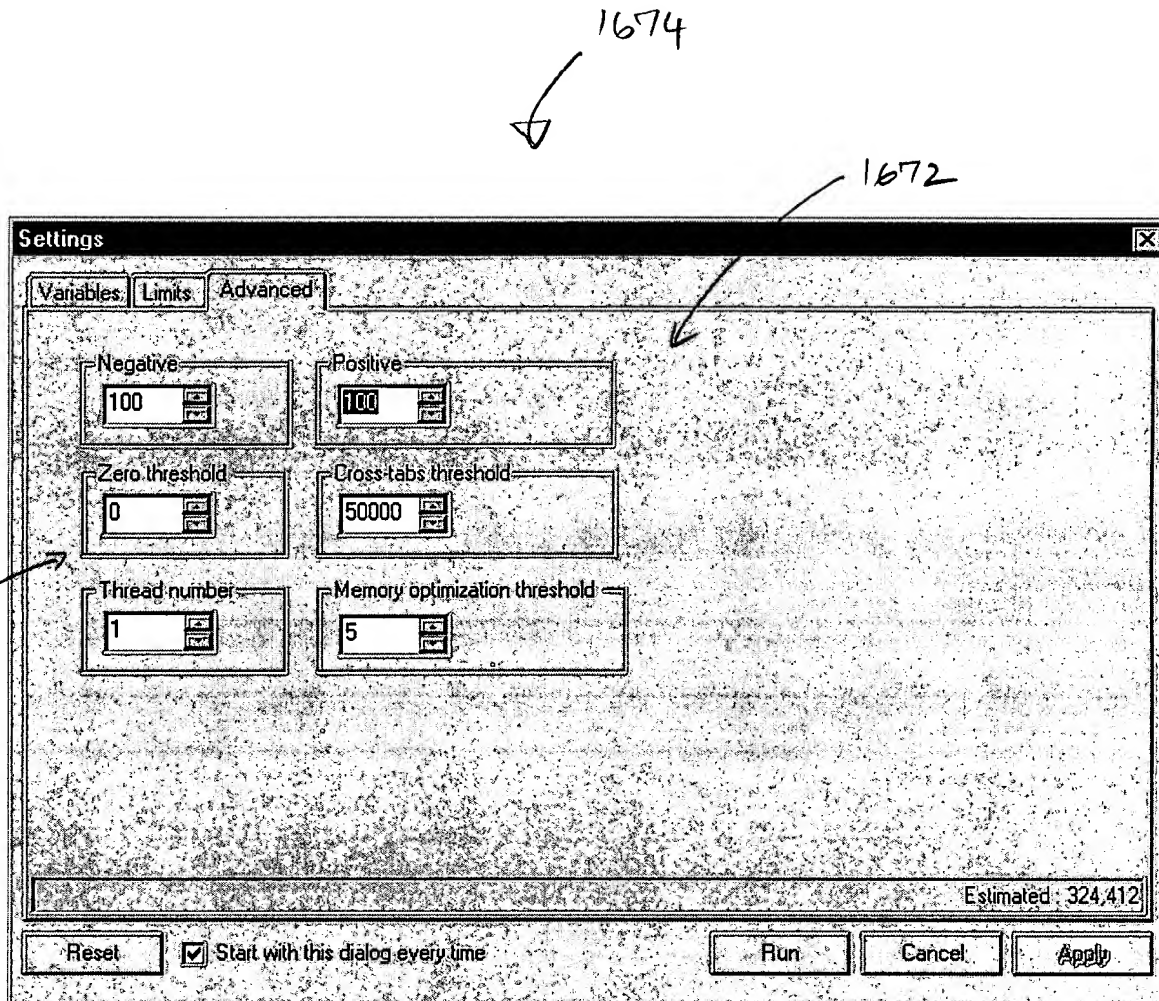


FIGURE 18C

005111-1-92/250

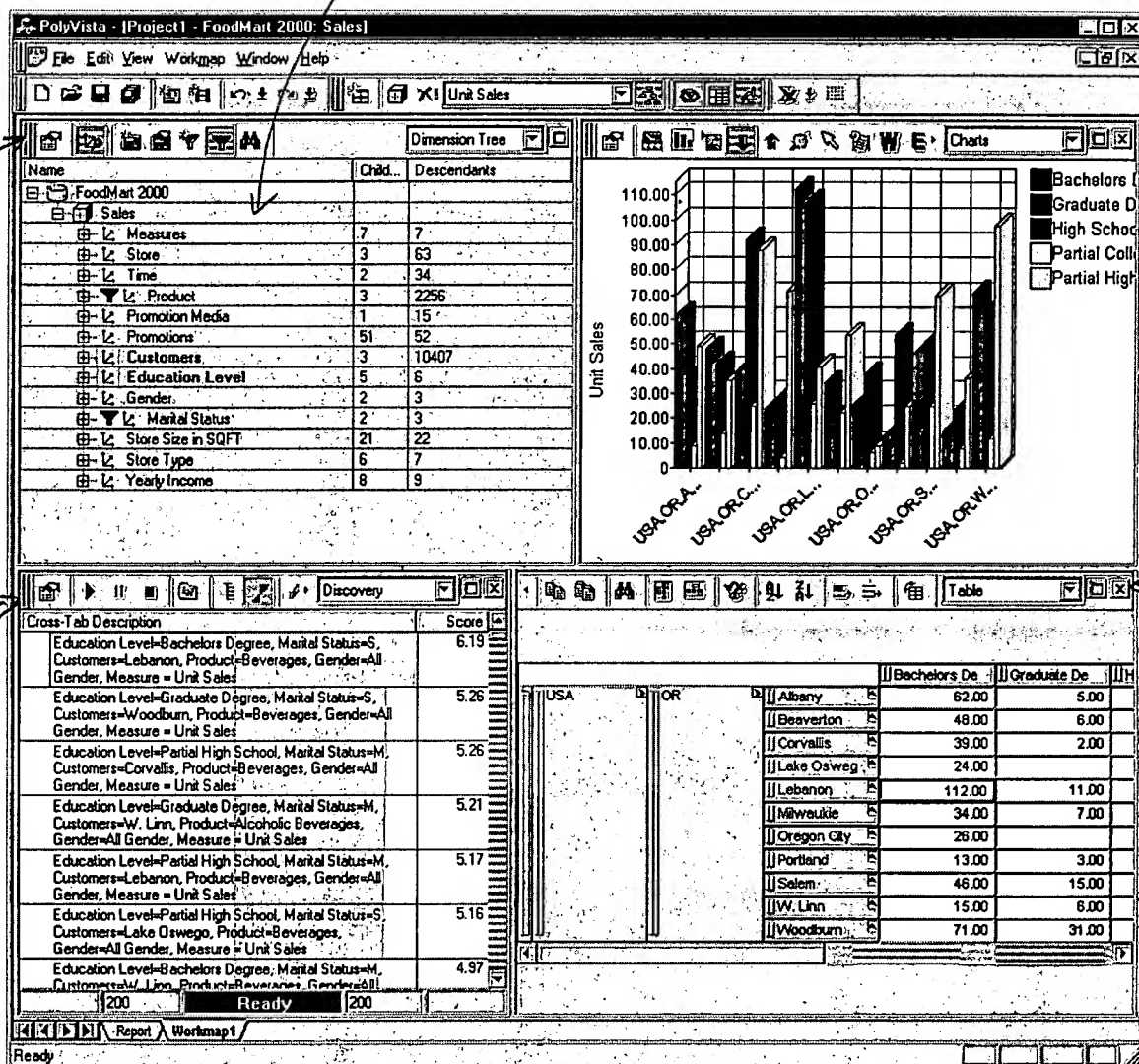


FIGURE 19

SCANNED #12
2010

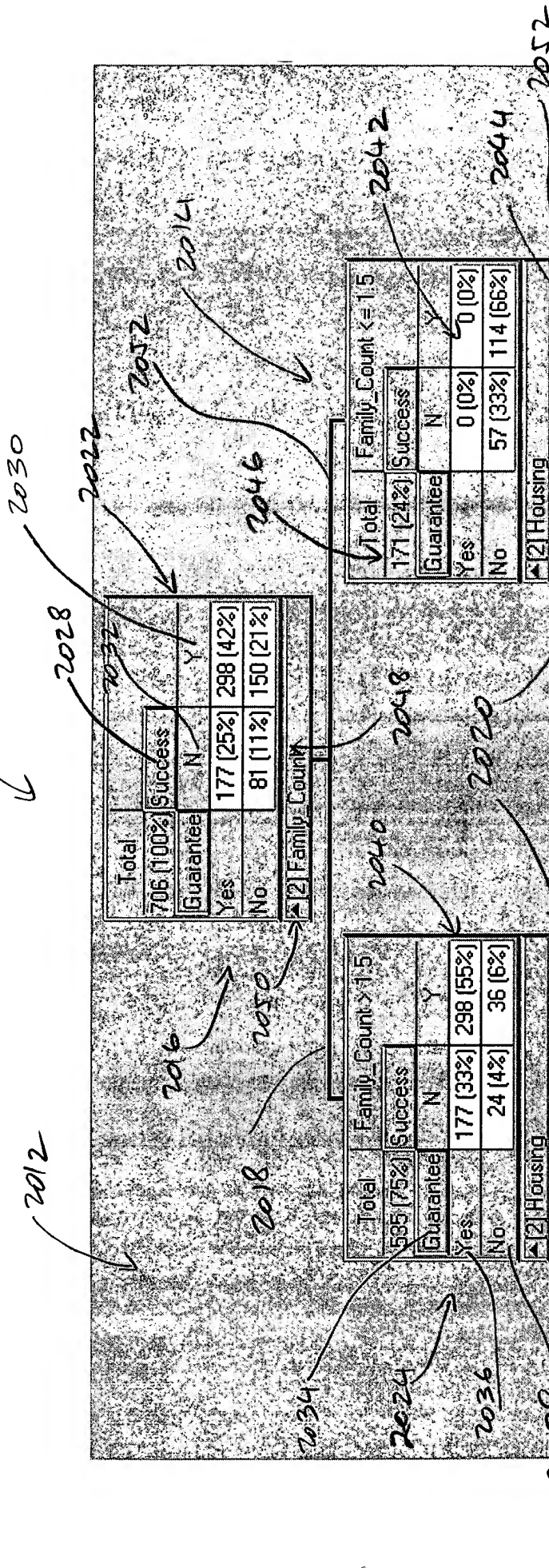


FIGURE 20

Total	706 (100%)	Success	
	Guarantee	N	Y
	Yes	177 (25%)	298 (42%)
	No	81 (11%)	150 (21%)

Total	Family Count > 1.5
536 (75%)	Success
Guarantee	N
Yes	177 (33%) 298 (55%)
No	24 (4%) 36 (6%)

Total	Rent	Family
406 (57%)	Success	
Guaranteee	N	Y
Yes	79 (19%)	278 (83%)
No	15 (3%)	34 (9%)

Total	Married
323 (45%)	Success
Guarantee	N
Yes	62 (19%)
No	4 (1%)
	251 (77%)
	6 (1%)

Total	Mad.
19 [24]	Success.
Guarantee	N
Yes	6 [31%]
No	1 [5%]
	11 [57%]
	1 [5%]

Total		TV, Other	
110 (52%)	Success	N	Y
Guarantee			
Yes	92 (83%)	92 (83%)	9 (8%)
No	8 (7%)	8 (7%)	1 (0%)

Total	Miss, Mr
20 (2%)	Success
Guarantee	N
Yes	0 (0%)
No	19 (95%)

Total		Mrs	
6 (0%)	Success	N	Y
Guarantee			
Yes	0 (0%)	0 (0%)	0 (0%)
No	2 (33%)	4 (66%)	

Total		Rent	
125 (17%)	Success	N	Y
Guarantee			
Yes	0 (0%)	0 (0%)	0 (0%)
No	22 (17%)	103 (82%)	

Total	20 (22)	Success	N
		Yes	0 (0)
		No	14 (70)

Total	Family_Count <= 1.5
171 (24%)	Success
Guarantee	N Y
Yes	0 (0%) 0 (0%)
No	57 (33%) 114 (66%)

Total		Fandy	
26 (3%)	Success	N	Y
Guarantee			
Yes		0 (0%)	0 (0%)
No		21 (80%)	5 (19%)

Total	Owner	
	Success	Y
129 (18%)	98 (75%)	20 (15%)
	9 (6%)	2 (1%)

11

Total.	Rent. Family
406 (57%)	Success
Guaranteee	N Y
Yes	79 (19%) 278 (68%)
No	15 (3%) 34 (8%)

100

	N	Y
Single, Divorced, separated, Partner...	17 (20%)	27 (32%)
	11 (13%)	28 (33%)

FILED 21

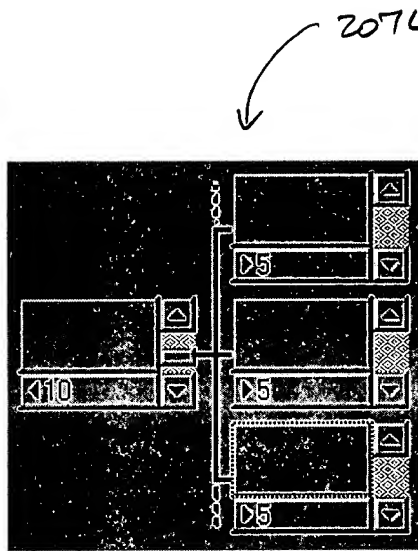
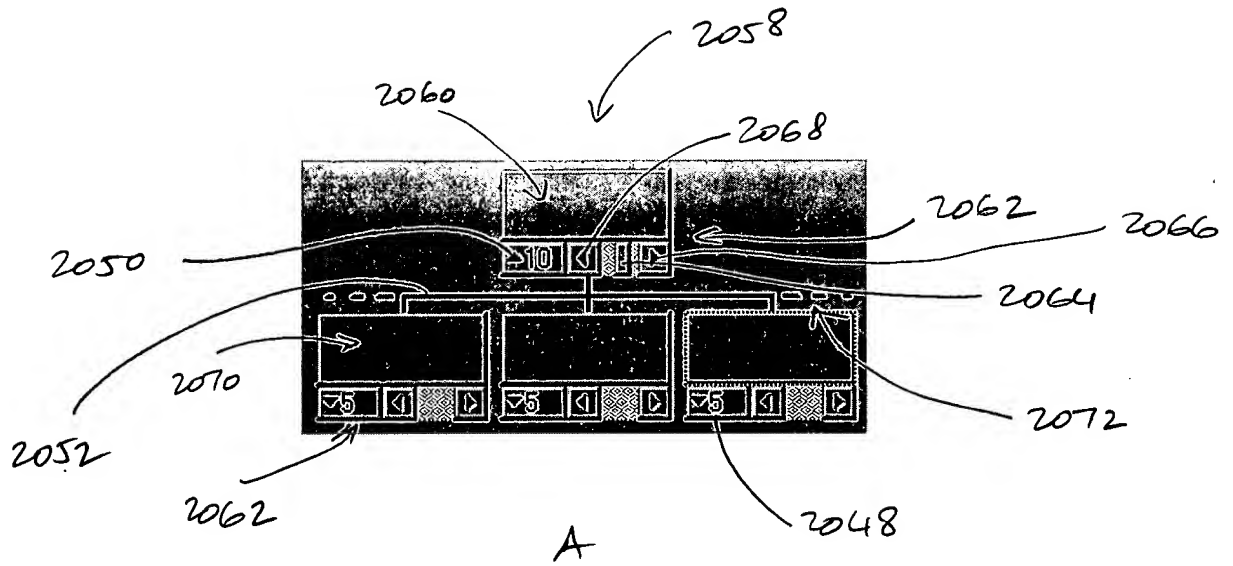


FIGURE 22

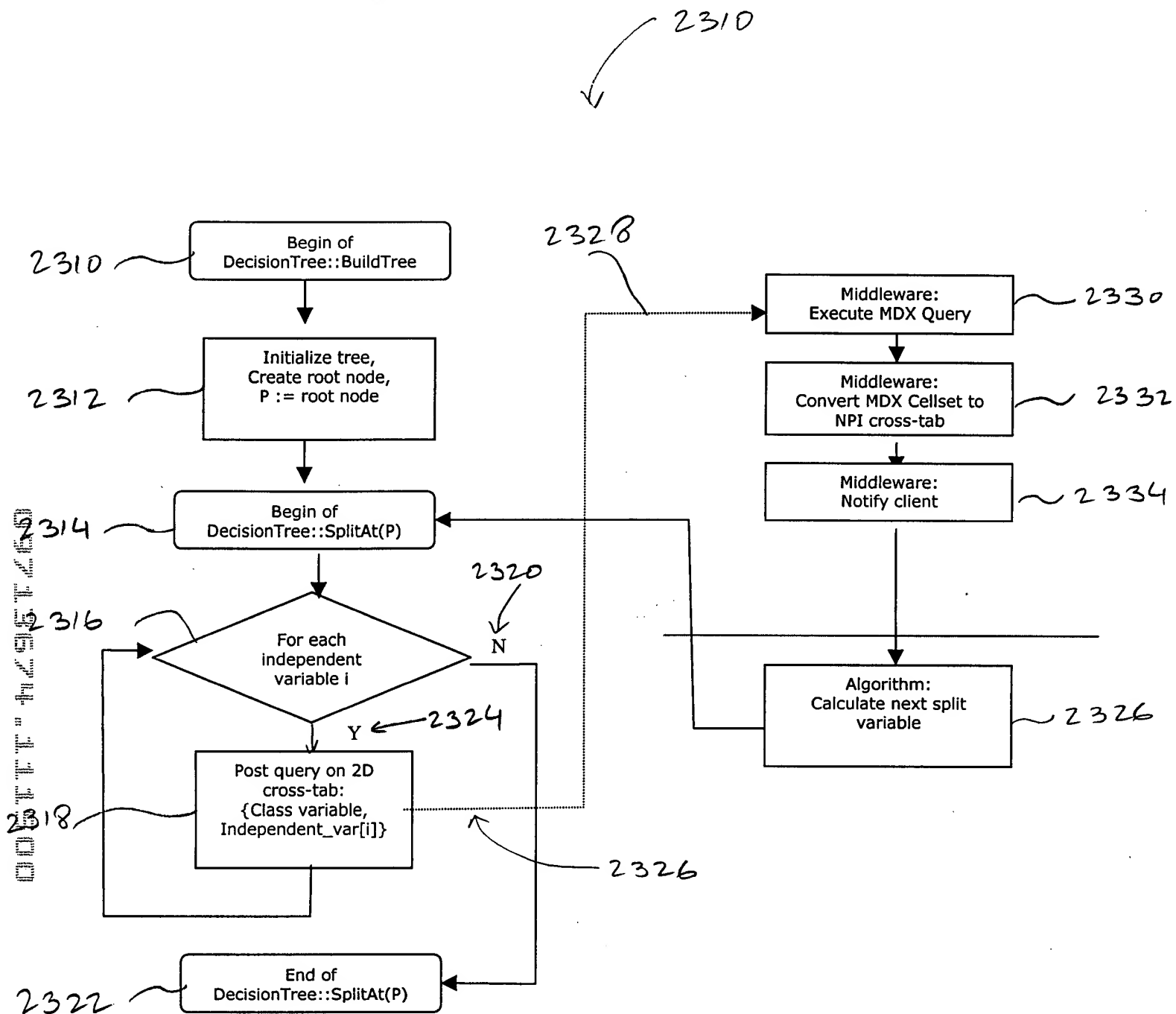


FIGURE 23

00577-492760

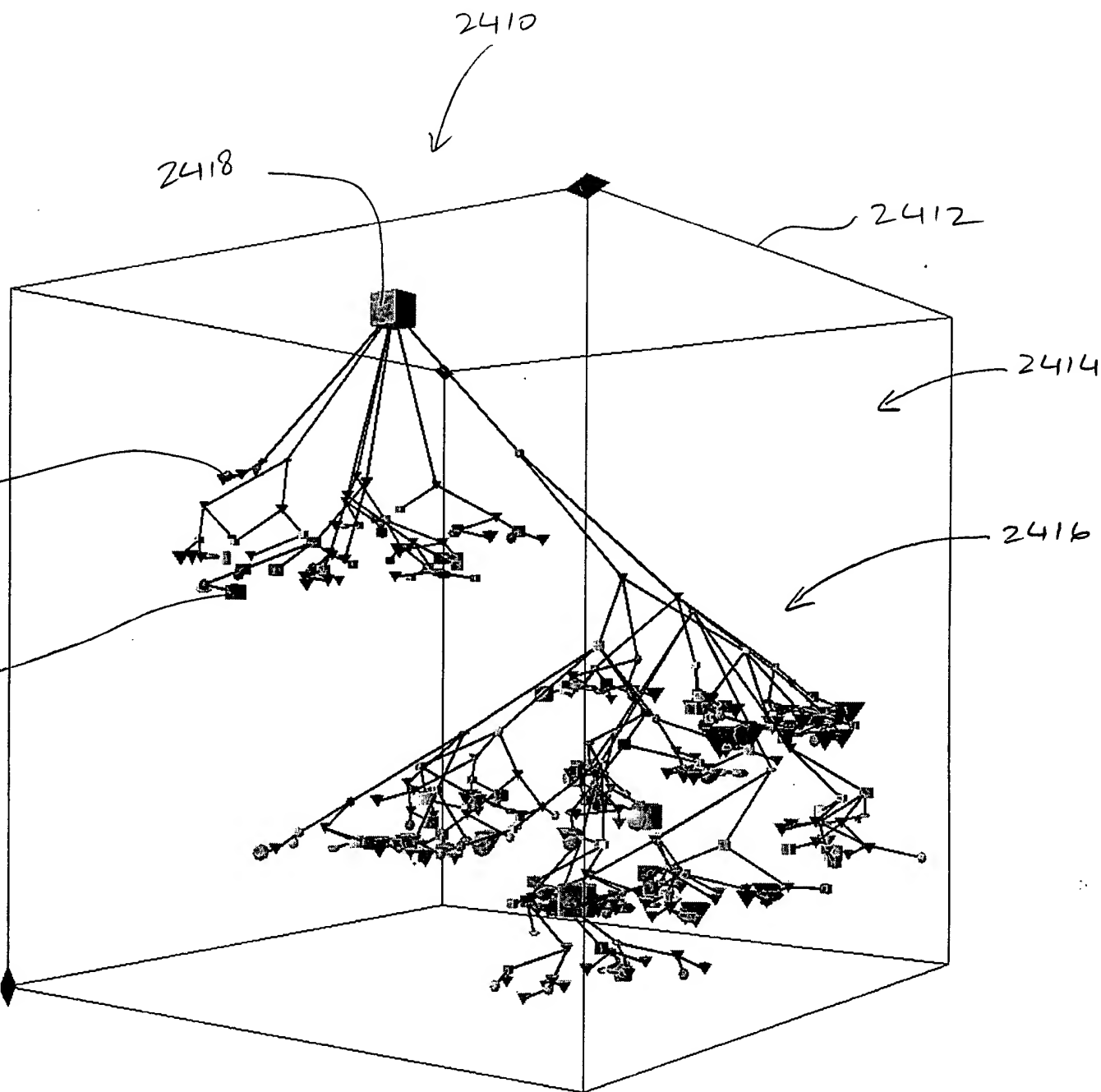


FIGURE 24 A

09713674-11500

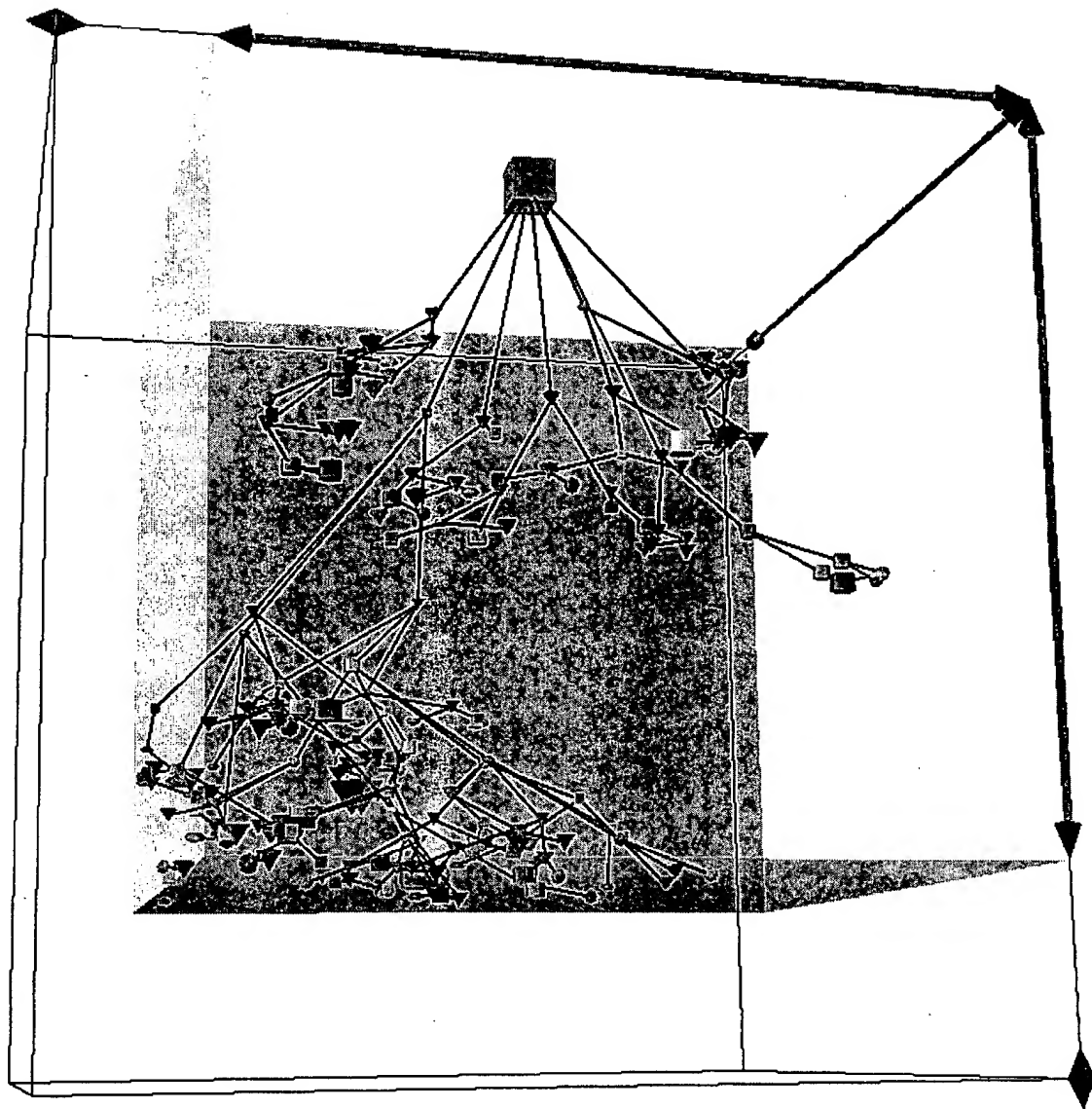


FIGURE 24 B

005774-11500

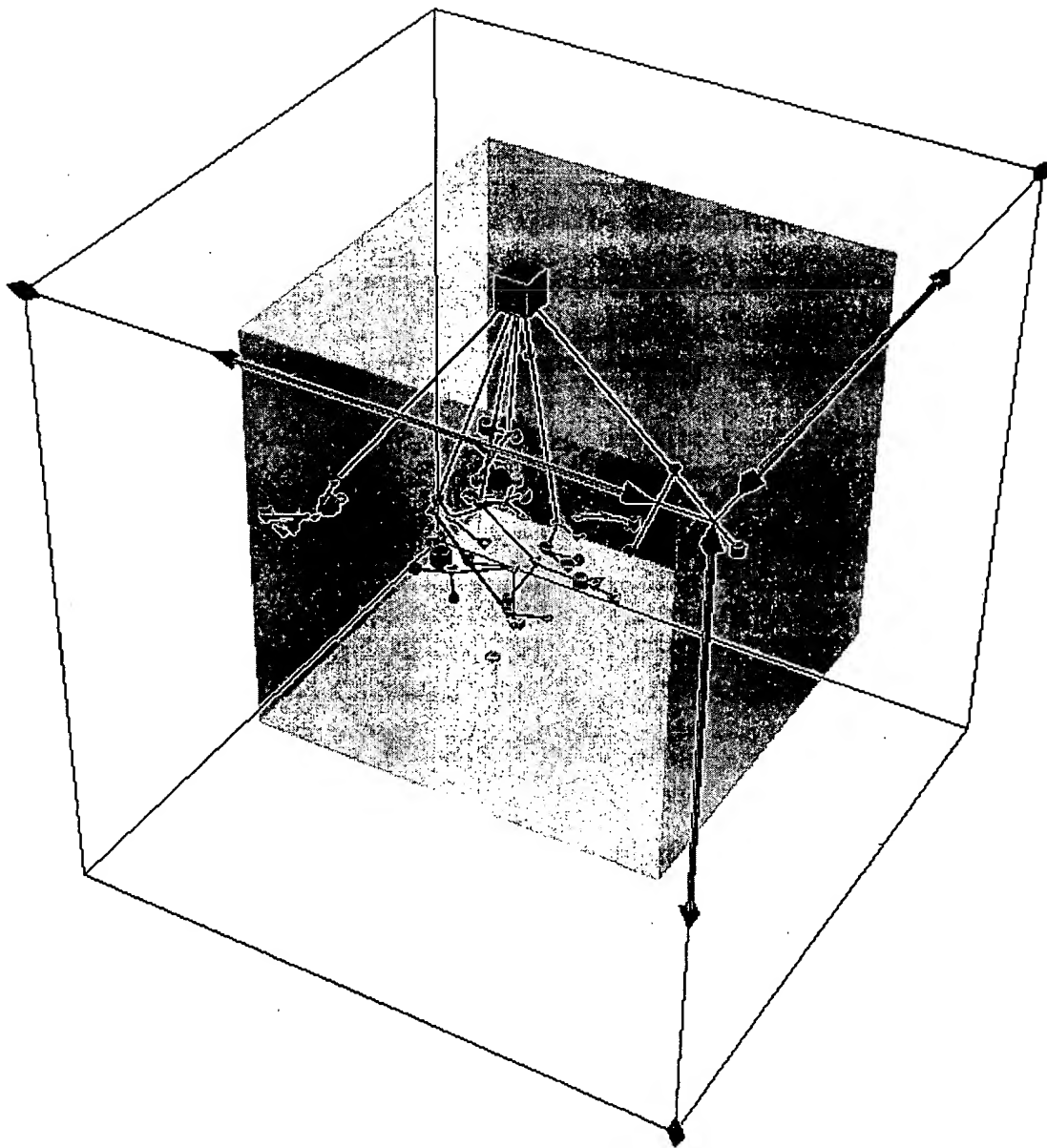


FIGURE 24 C

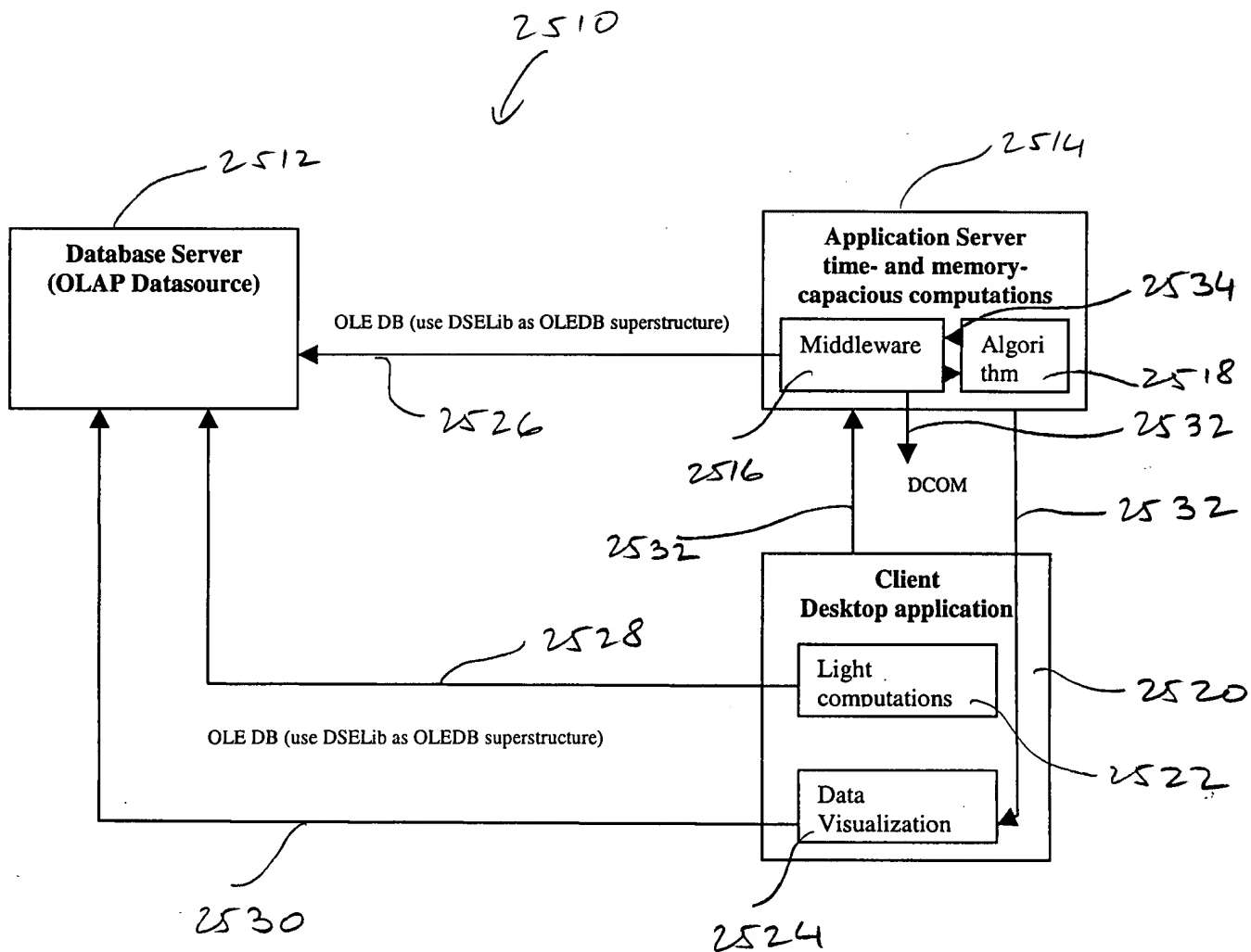


FIGURE 25

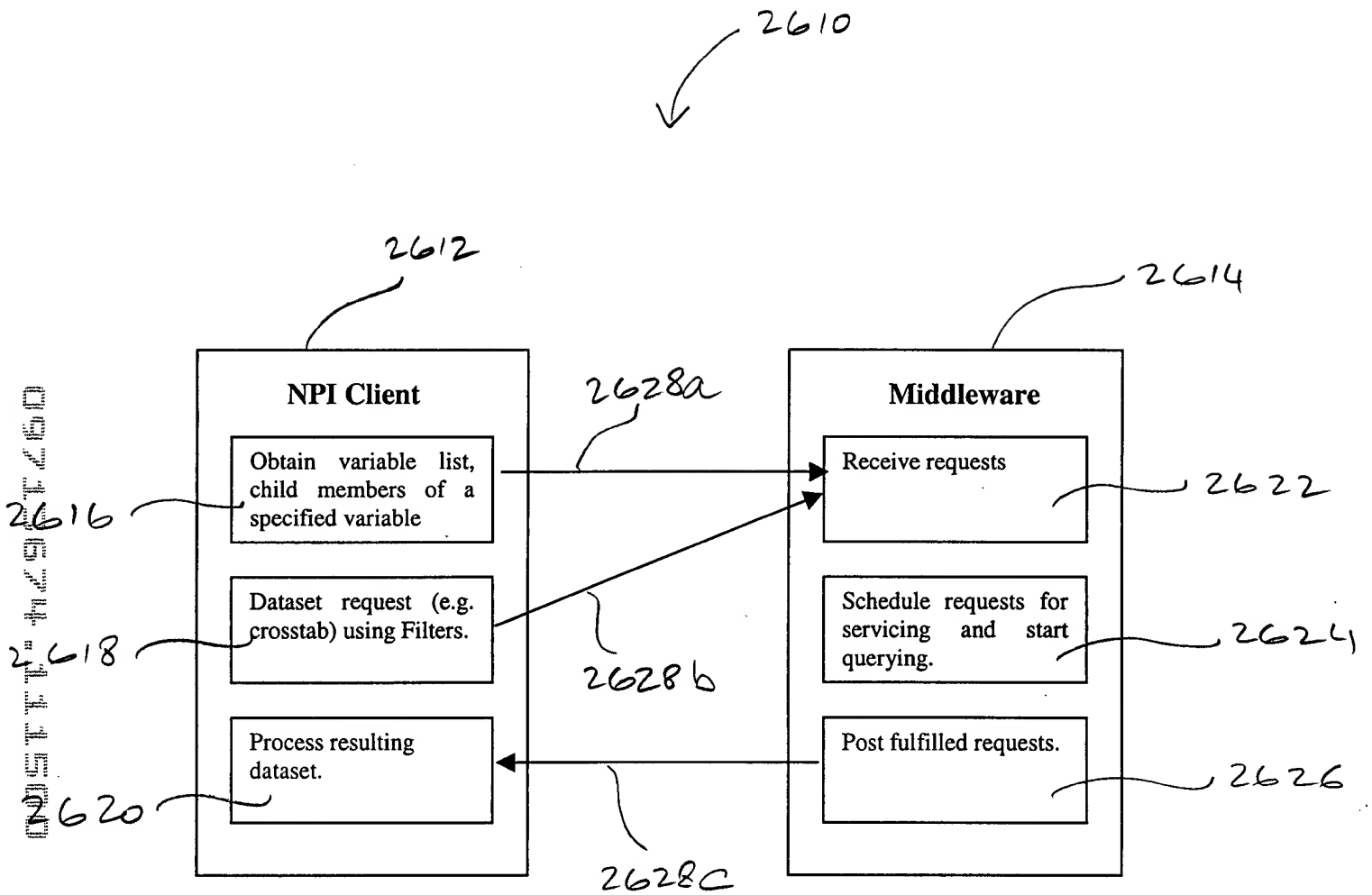


FIGURE 26

00513674.11500

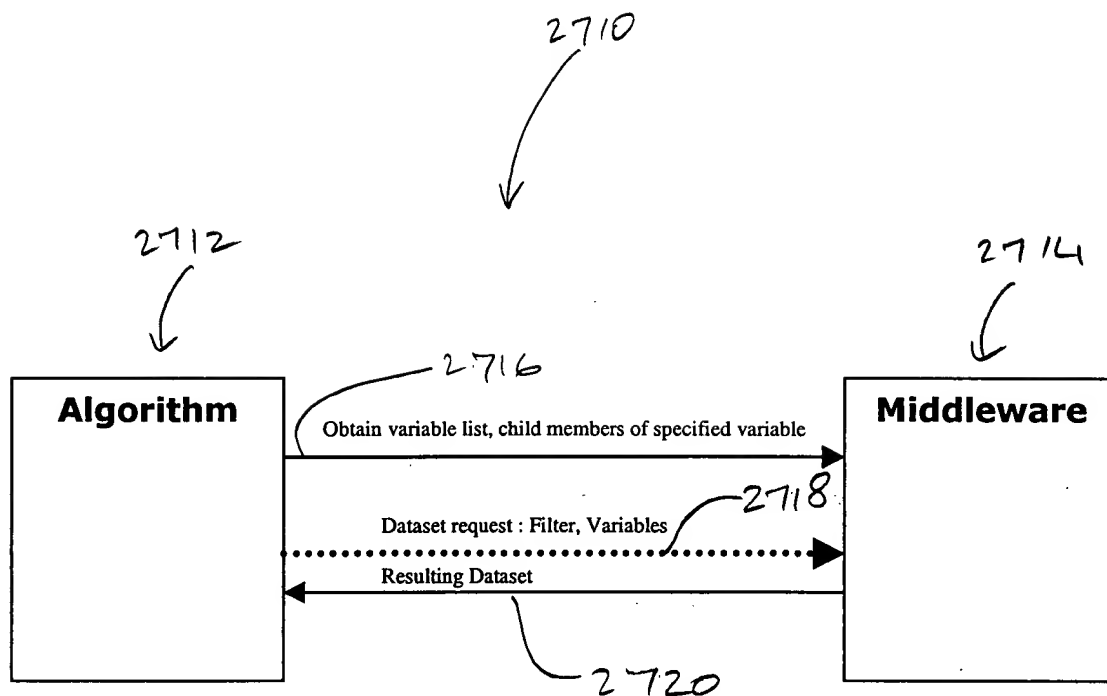


FIGURE 27

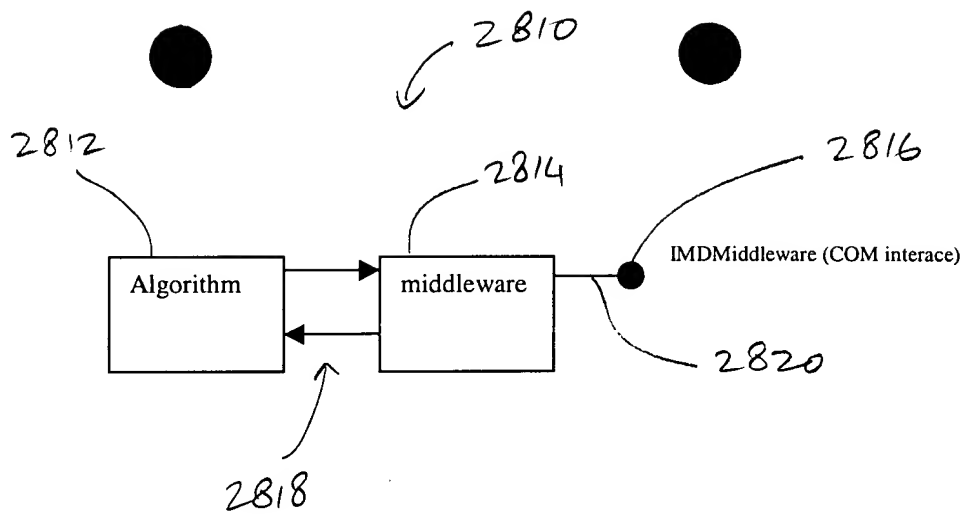


FIGURE 28

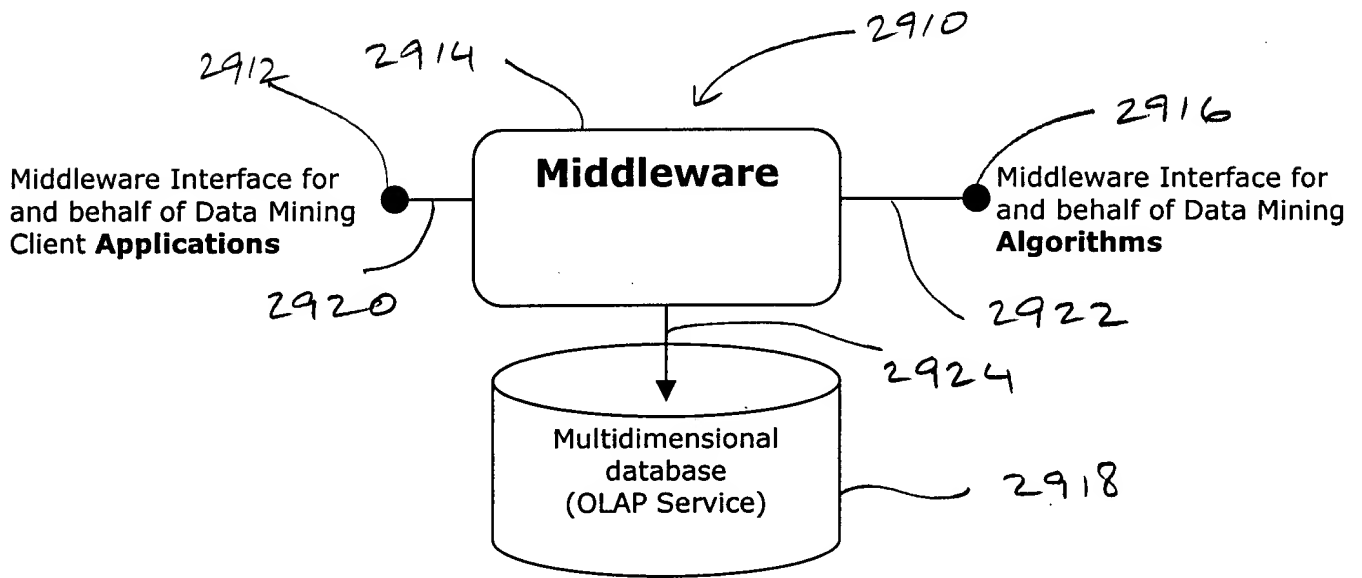


FIGURE 29

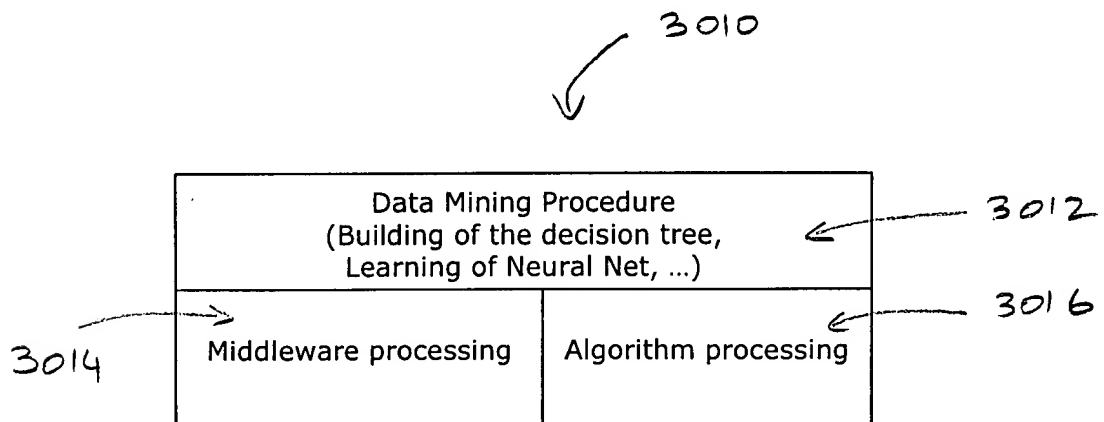


FIGURE 30

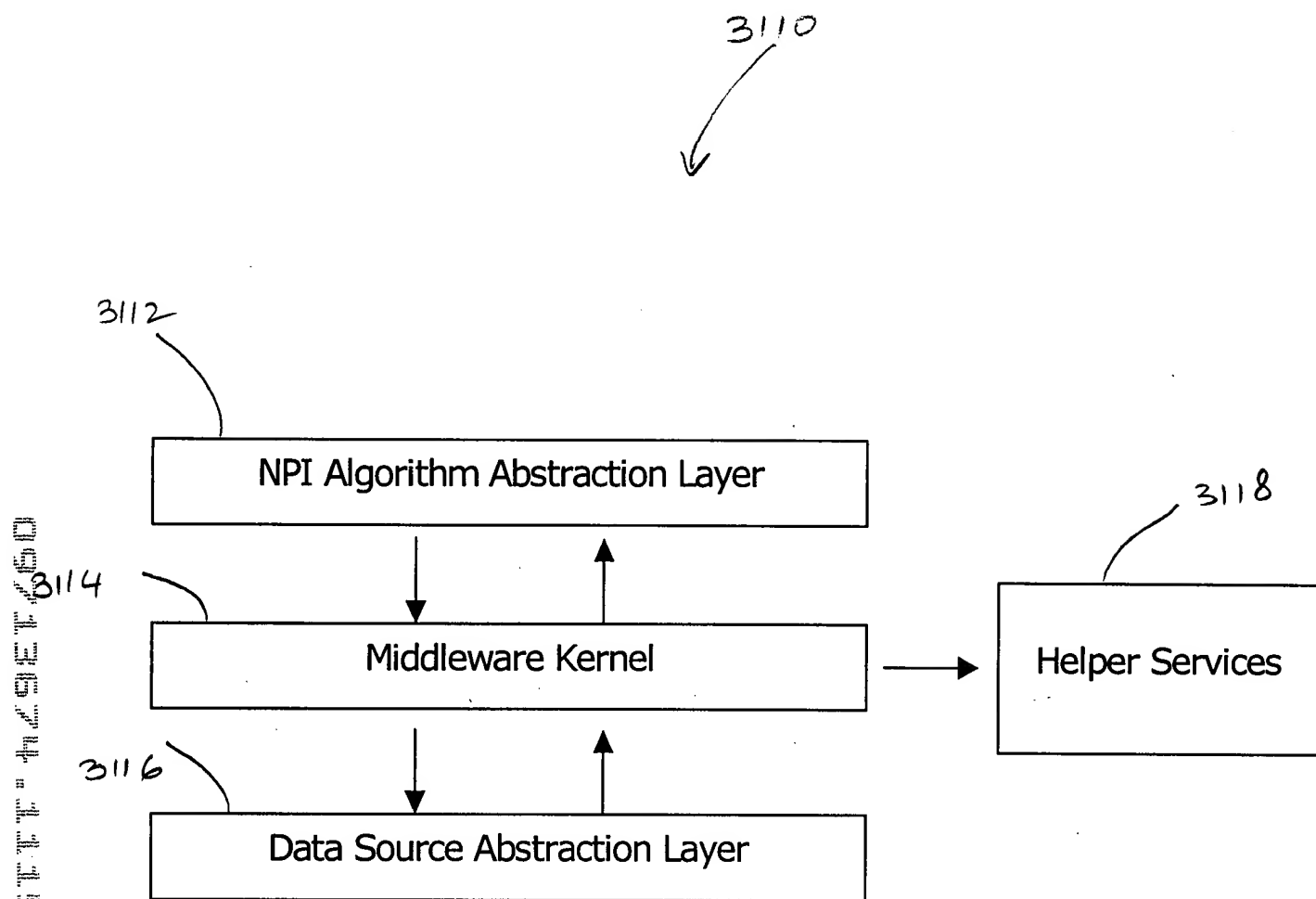


FIGURE 31

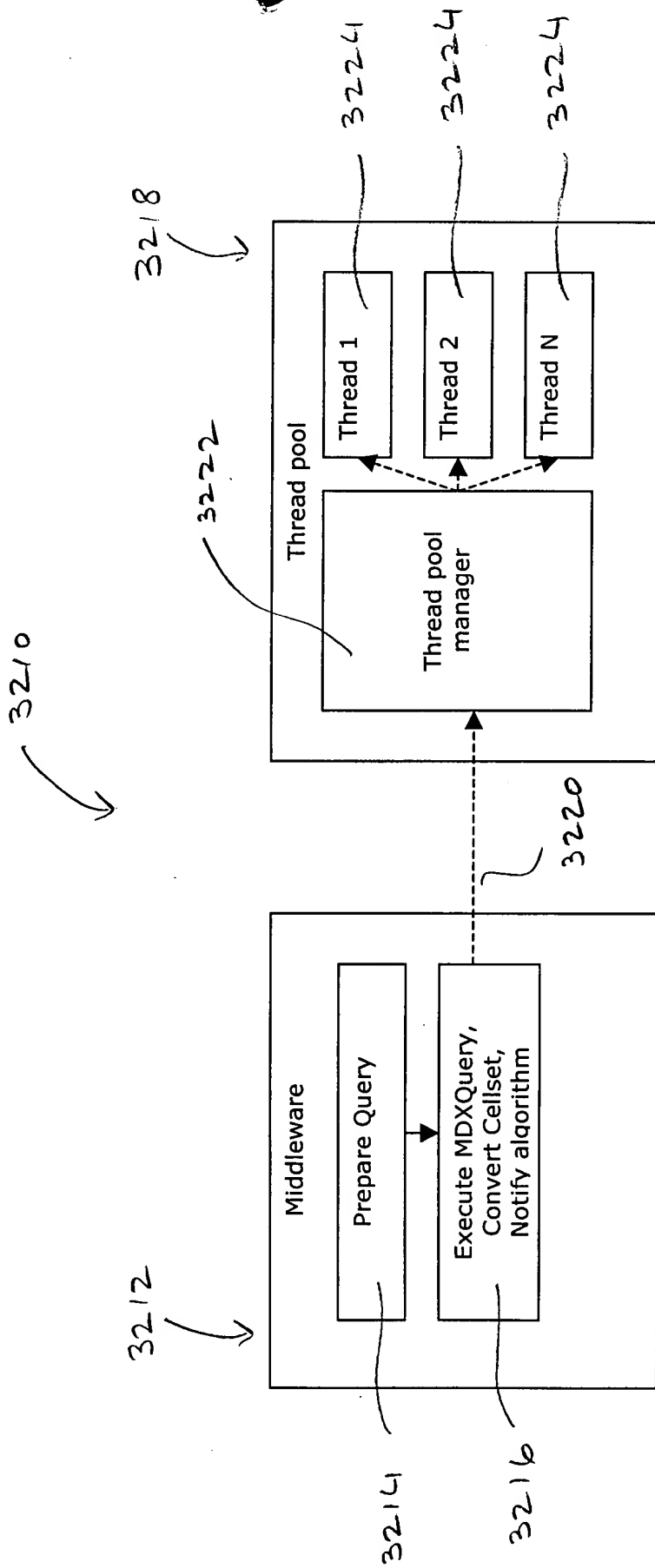


FIGURE 32

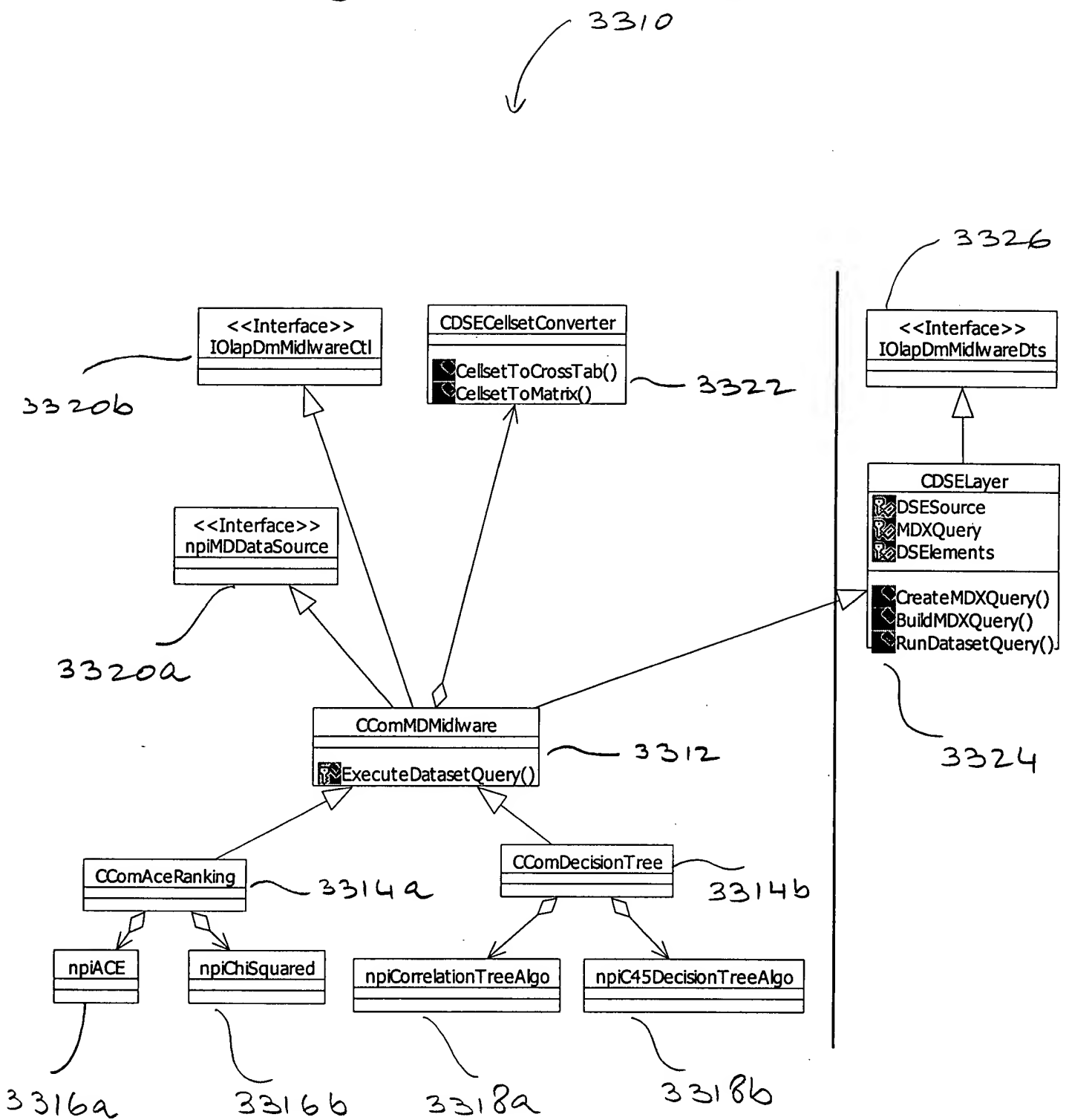


FIGURE 33

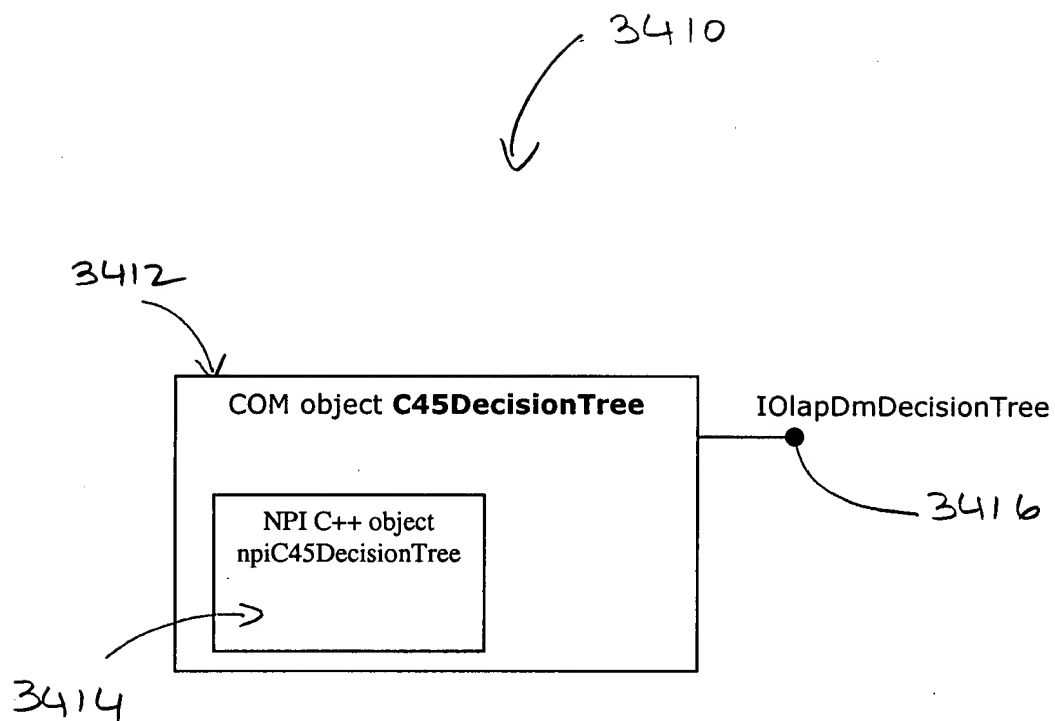


FIGURE 34

0071364-11500

3610

3614

3616

3622

3612

3618

3620

3226

3626

3624

3626

USA	OR	Albany	Drink	Food
		Beaverton	Alcoholic Beverages	Snack Foods
		Corvallis	Beer and Wine	Snack Foods
		Lake Oswego	Beer	Pretzels
		Lebanon		
		Milwaukie		
		Oregon City		
		Portland		
		Salem		
		W. Linn		
		Woodburn		
			28.00	21.00
			24.00	10.00
			63.00	44.00
			26.00	16.00
			117.00	35.00
			27.00	25.00
			22.00	8.00
			36.00	11.00
			38.00	28.00
			21.00	16.00
			58.00	19.00

FIG. 36

00577-429E260






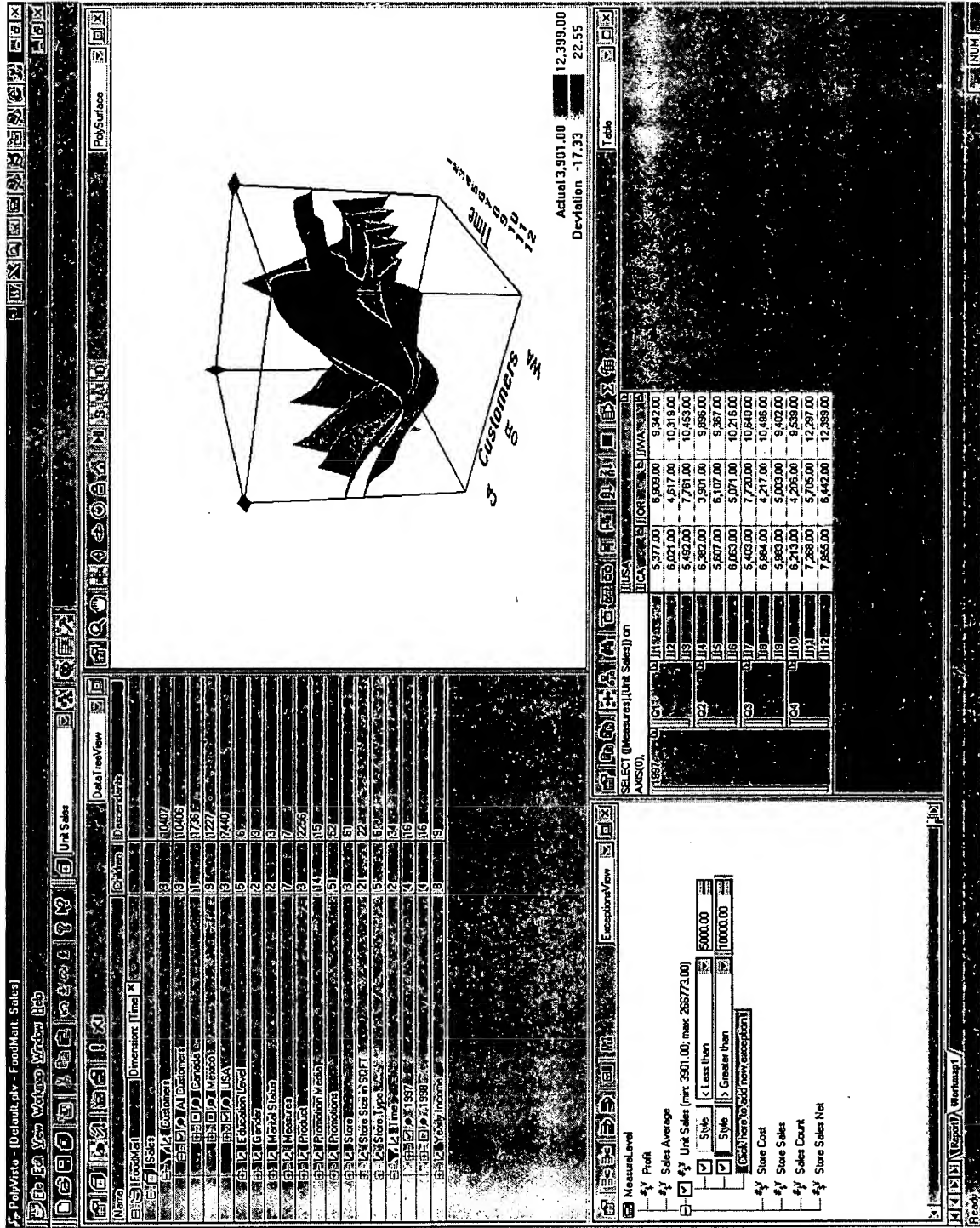
		Correlation   
Cross-Tab Description		Score 
Products = Beer & Pretzels, Customers = OR, Education Level = Partial College, ..., Measure = Count		0.9901

FIG. 37

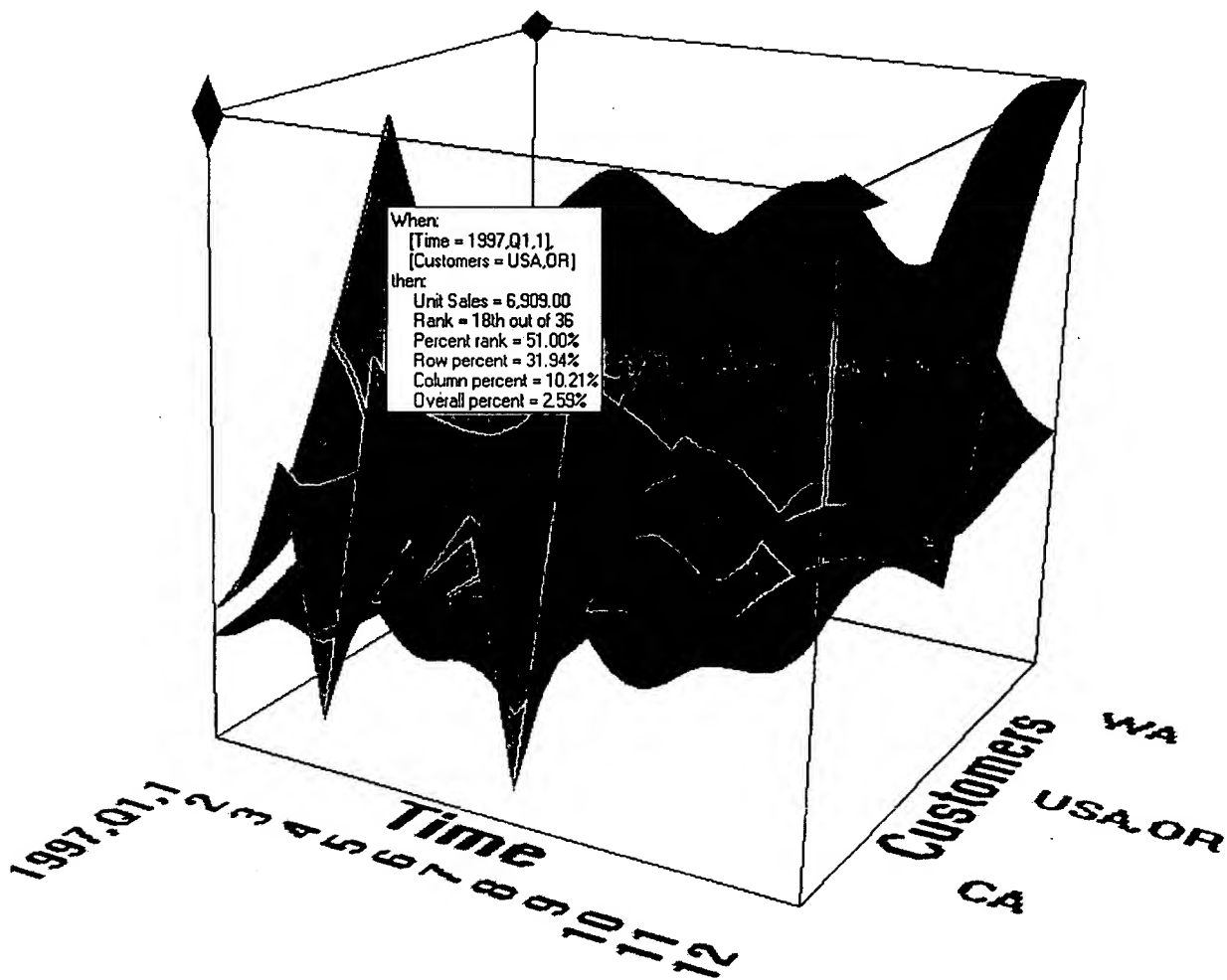
SCANNED, # 12

S	F	USA	OR	Albany	Drink	Food
				Beaverton	Alcoholic Beverage	Snack Foods
				Corvallis	Beer and Wine	Snack Foods
				Lake Oswego	Beer	Pretzels
				Lebanon		
				Milwaukie		
				Oregon City		
				Portland		
				Salem		
				W. Linn		
				Woodburn		
					2.00	3.00
					6.00	3.00
					13.00	12.00
					6.00	2.00
					27.00	11.00
					4.00	12.00
					3.00	3.00
					5.00	
					9.00	6.00
					3.00	4.00
					7.00	3.00

FLG. 38



09713674-111500



Actual 3,901.00 12,399.00
Deviation -17.33 22.55

FIG 4D

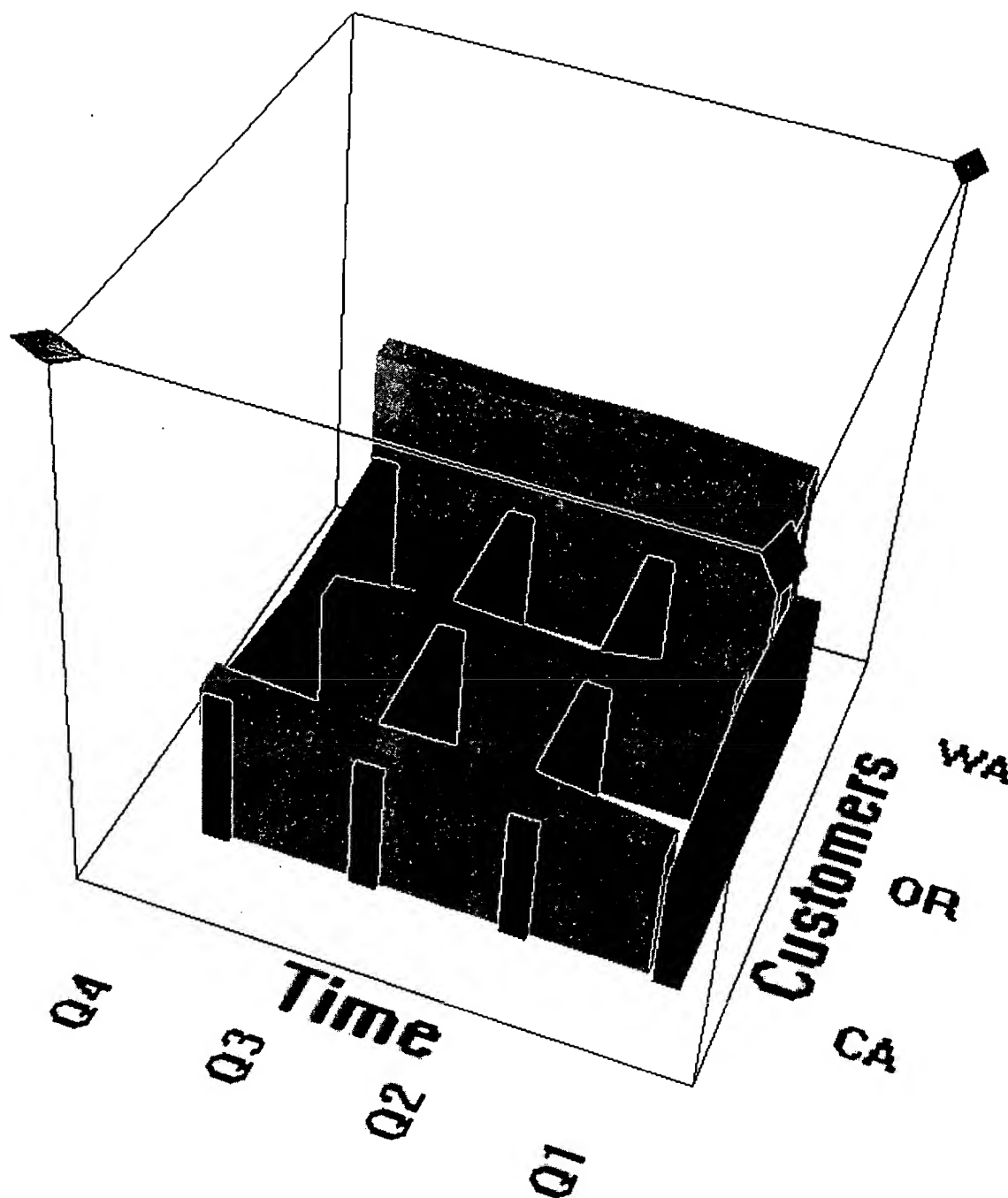


FIG 41

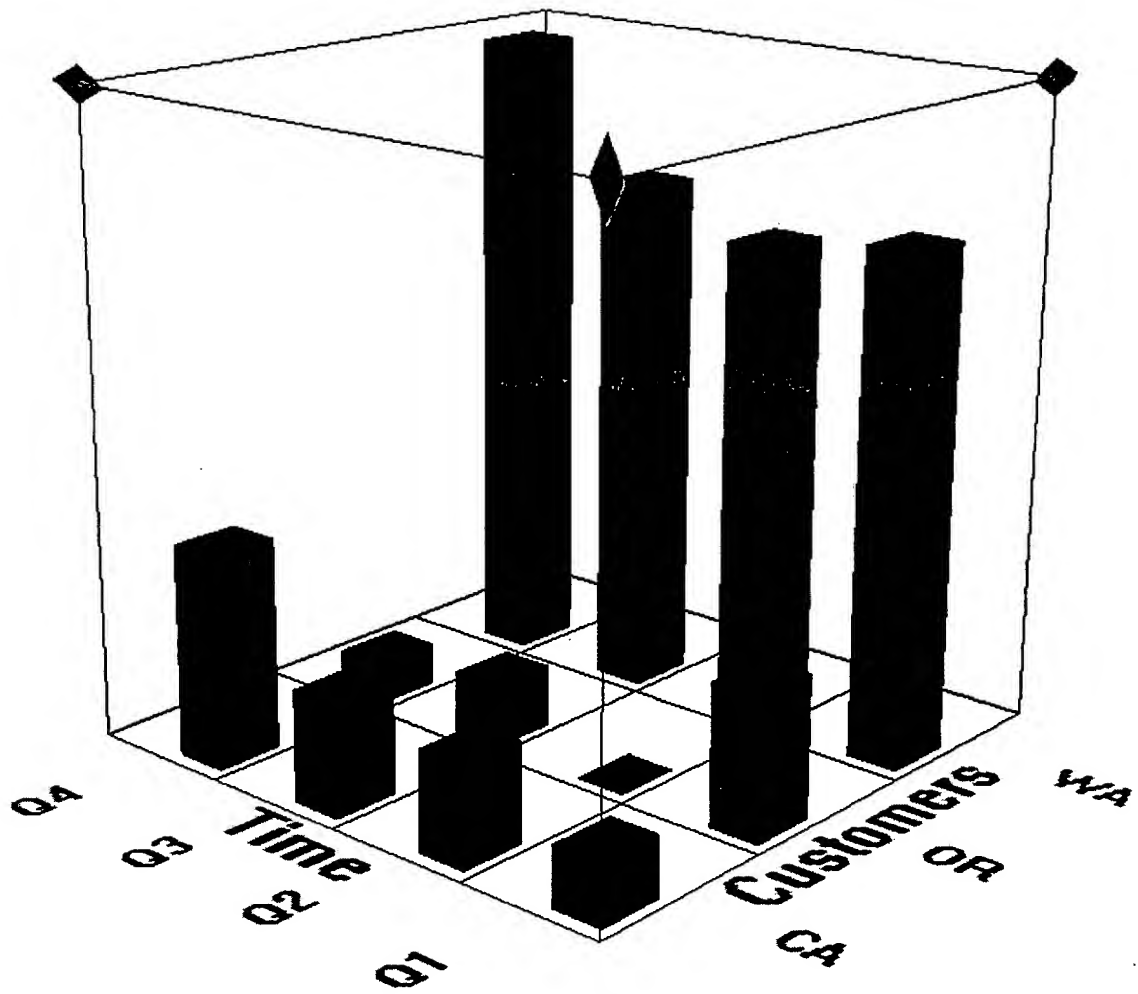


FIG 42

005713674-111500

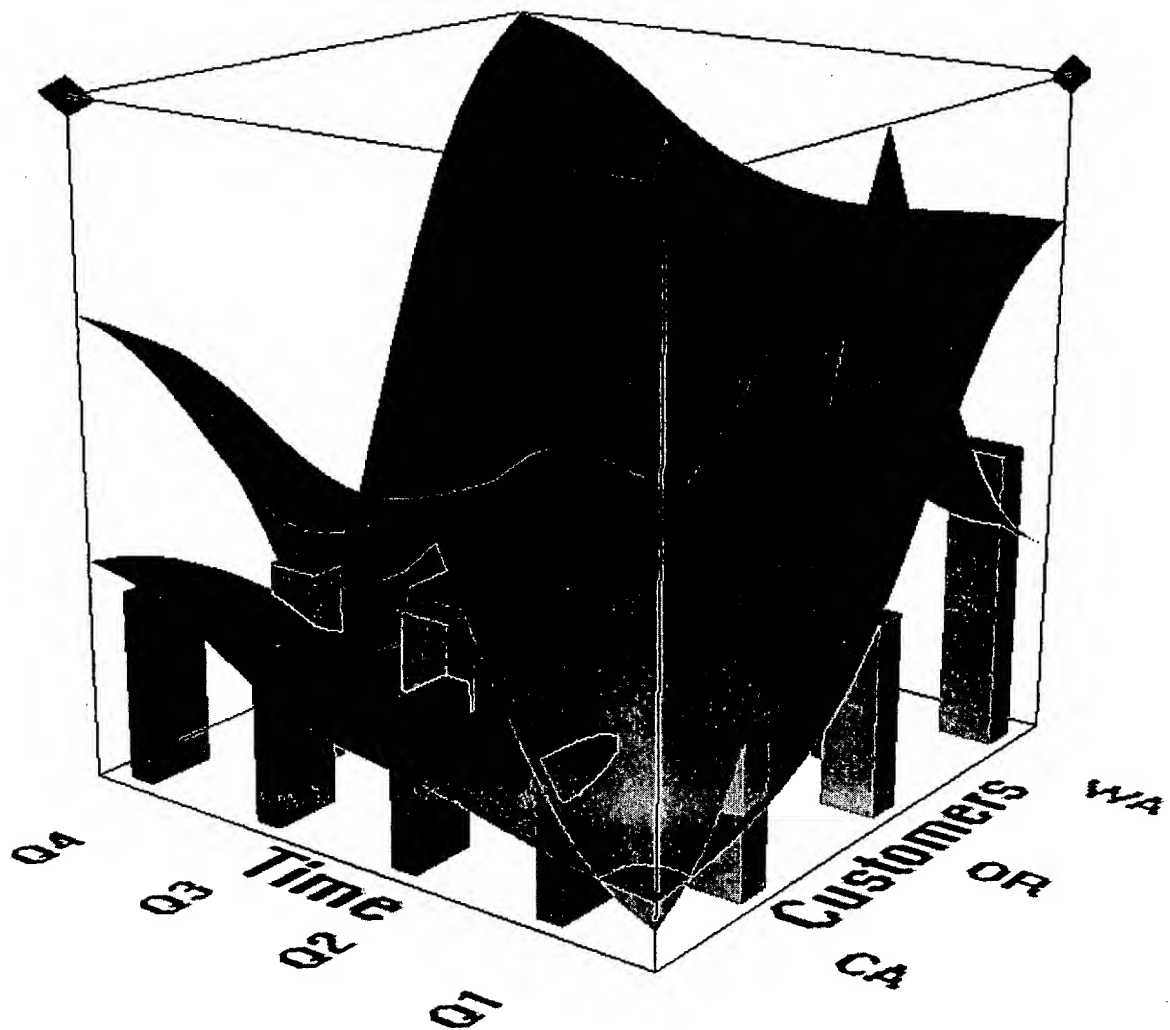


FIG 43

09713674-11500

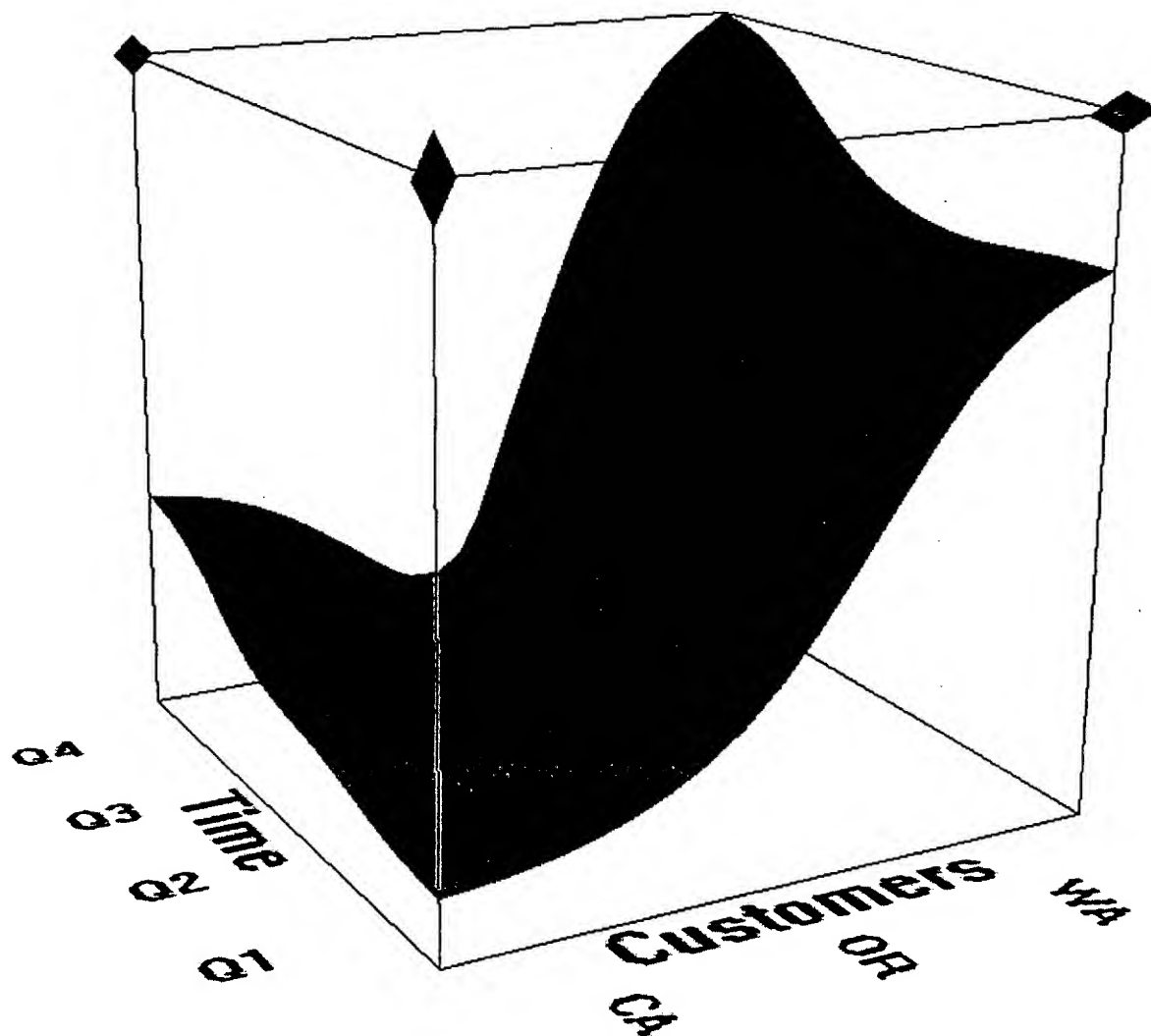


FIG 44A

09713674 "11.1500

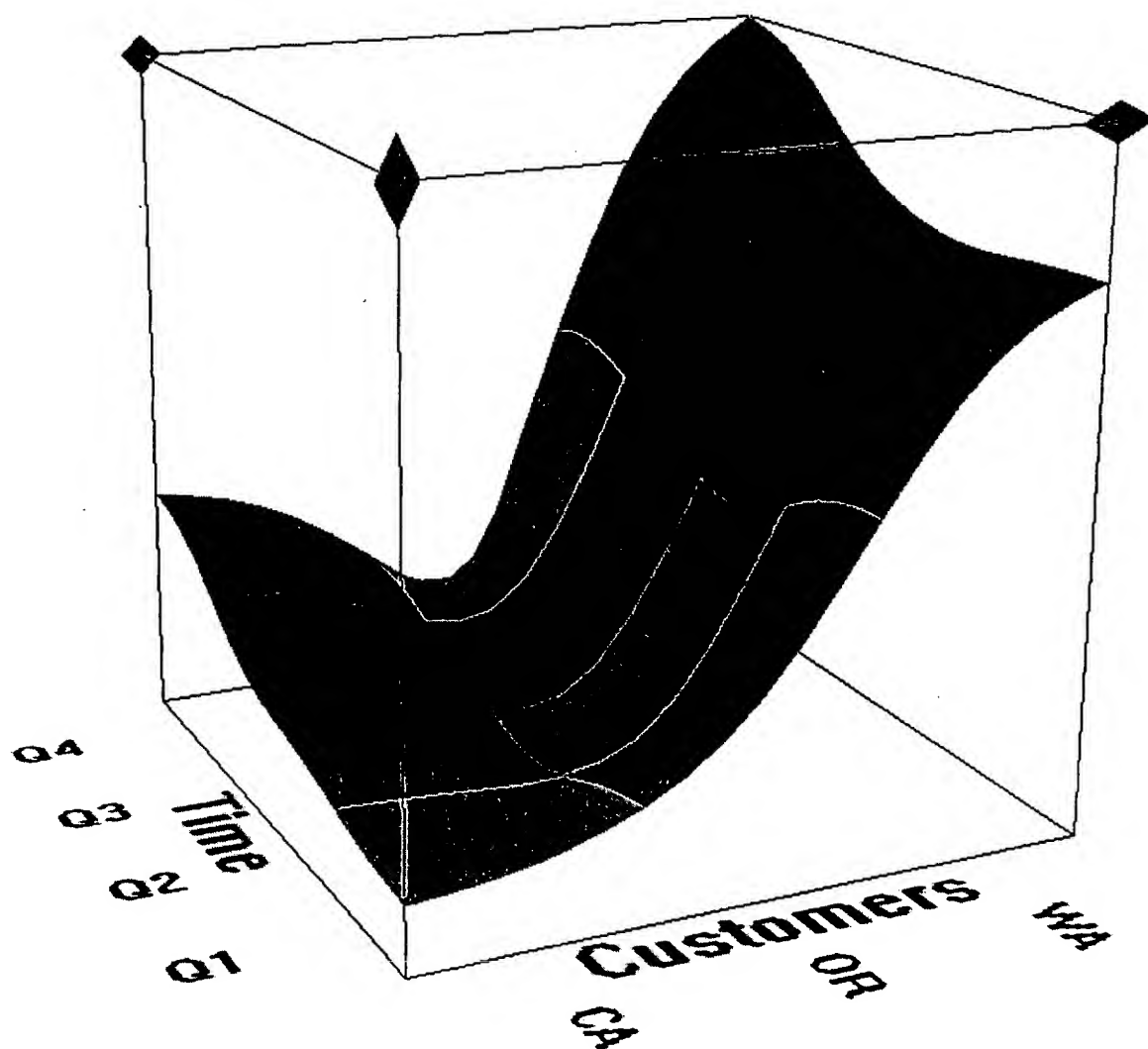


FIG 44B

005777" 4/9ET260

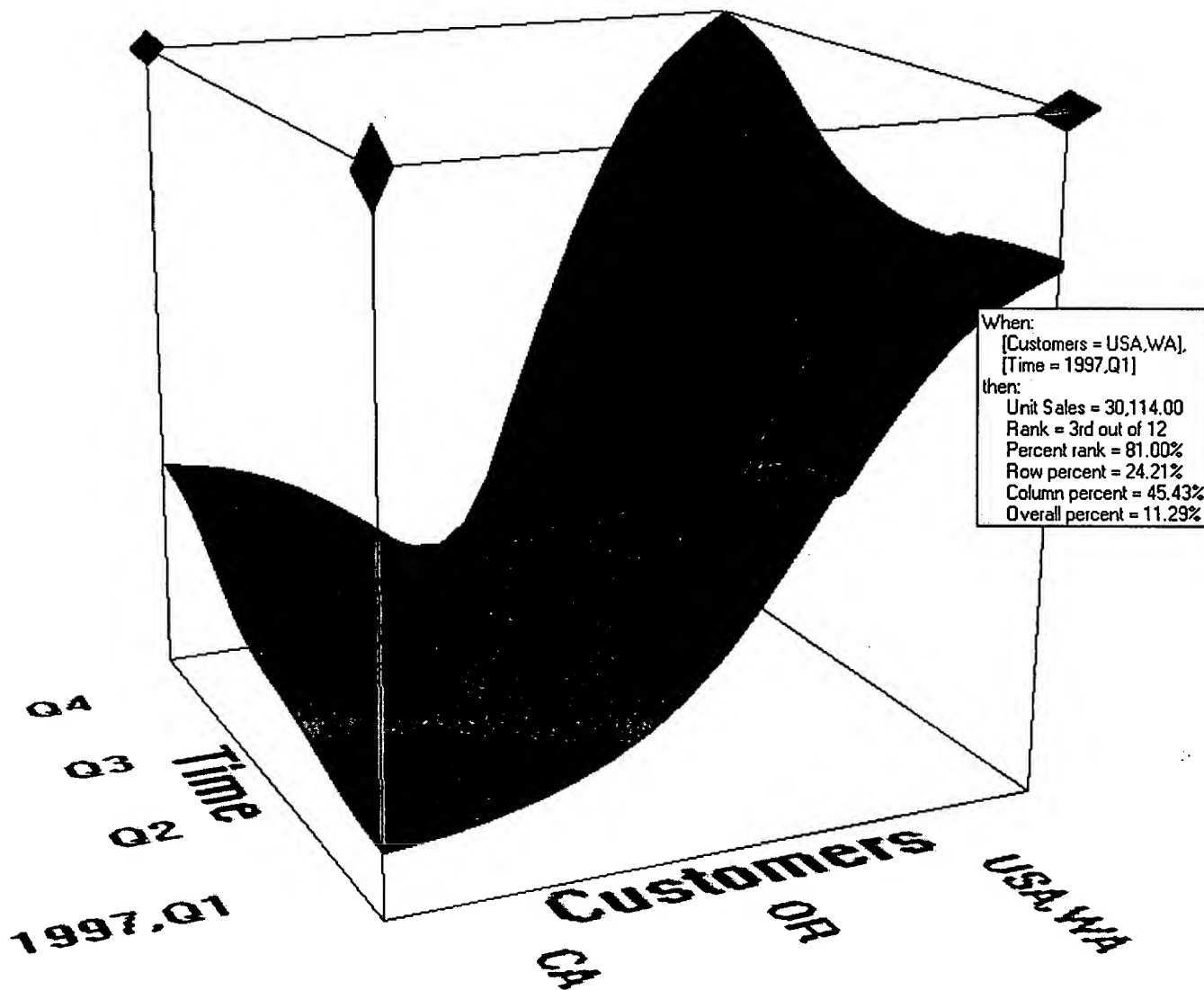


FIG. 44C